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"I WAS DOUBTFUL myself, at first," admits "model" mother Frances Rushmore of Jackson Heights, N. Y. "But I think you'll agree that Jean and Lynn show no signs of neglect. Look at their smiles!"

Stressing the importance of a smile as she does, this very blonde, very beautiful mother reveals her John Robert Powers training. *Valuable* training that Frances passes on to her two adorable daughters, who carefully follow her own prized dental routine: *Regular brushing with Ipana, then gentle gum massage.*

As the wife of Howard Rushmore, feature writer for the N. Y. Journal-American, Frances keeps abreast of the times. She knows what thousands of schools and dentists are teaching today—that a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums.

Boo! Frances often takes Jean and Lynn to New York's Museum of Natural History for nature study. But thanks to "model" mother care, they need no lessons in proper care of teeth and gums. Among adults, sensitive gums, "pink" on your tooth brush, mean *see your dentist.* Let *him* decide whether yours is simply a case for "the helpful stimulation of Ipana and massage."



Raid! Smiling her approval, Mrs. Rushmore watches Jean and Lynn "drink up." Like most of us, these youngsters are also fond of the soft, creamy foods that often rob gums of exercise they may need. But their "model" mother, who attended Alabama's Montevallo College, knows that Ipana is specially designed, with gentle massage, to help gums to healthier firmness.



Beauty Contest winner at 14, Frances has long known how important a smile can be. Here she's shown reminding 8-year-old Jean that, "Every time you brush your teeth, you must massage your gums a little." This brief workout with Ipana speeds up needed circulation within the gums, helps safeguard her future smile.



If only parents knew as much as most children about the importance of gum massage! Not only is this taught in thousands of today's classrooms, but 7 in 10 dentists recommend gum massage, nationwide survey shows. (And prefer Ipana 2 to 1 *for their own use!*) But let *your* dentist decide whether and how to massage your gums.



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Firmer gums, brighter teeth, with Ipana and massage

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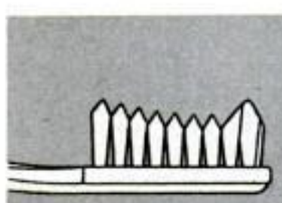
It's a fact! *Under a special patented process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every bristle in the Pro-phy-lac-tic Prolon Tooth Brush.* See for yourself how much gentler these round ends are on tender gums!

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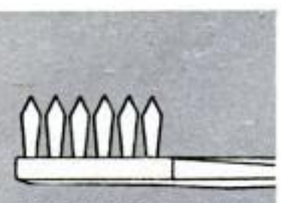
In addition to round-end bristles, the Pro-phy-lac-tic Prolon Tooth Brush gives you these three important "extras": **1.** The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. **2.** Scientific grouping of bristles to permit thorough cleansing of brush after using. **3.** Guaranteed for 12 full months of use.

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LIFE'S REPORTS



FERDINAND LOP holds *Le Prolop*, official organ of Lopism. It is written by Lopists, printed on back page of a paper provided by a sympathetic publisher.

LOP FOR PRESIDENT

Cafe philosopher is candidate of Paris students

by BERNARD FRIZELL

In this week's national election most of the people of France are looking to political parties like the Communists, Socialists and Popular Republicans to snatch them from the brink of the abyss. But the students of the Latin Quarter in Paris know better. They know that France must be unified behind a towering political personality. The notion that Charles de Gaulle might be the man of the hour is too pedestrian for the Left Bank to consider. For the students only one man can alter the fate of the nation—magnetic, high-domed Ferdinand Lop, teacher, editor, poet, painter, political scientist and perennial Latin Quarter candidate for president.

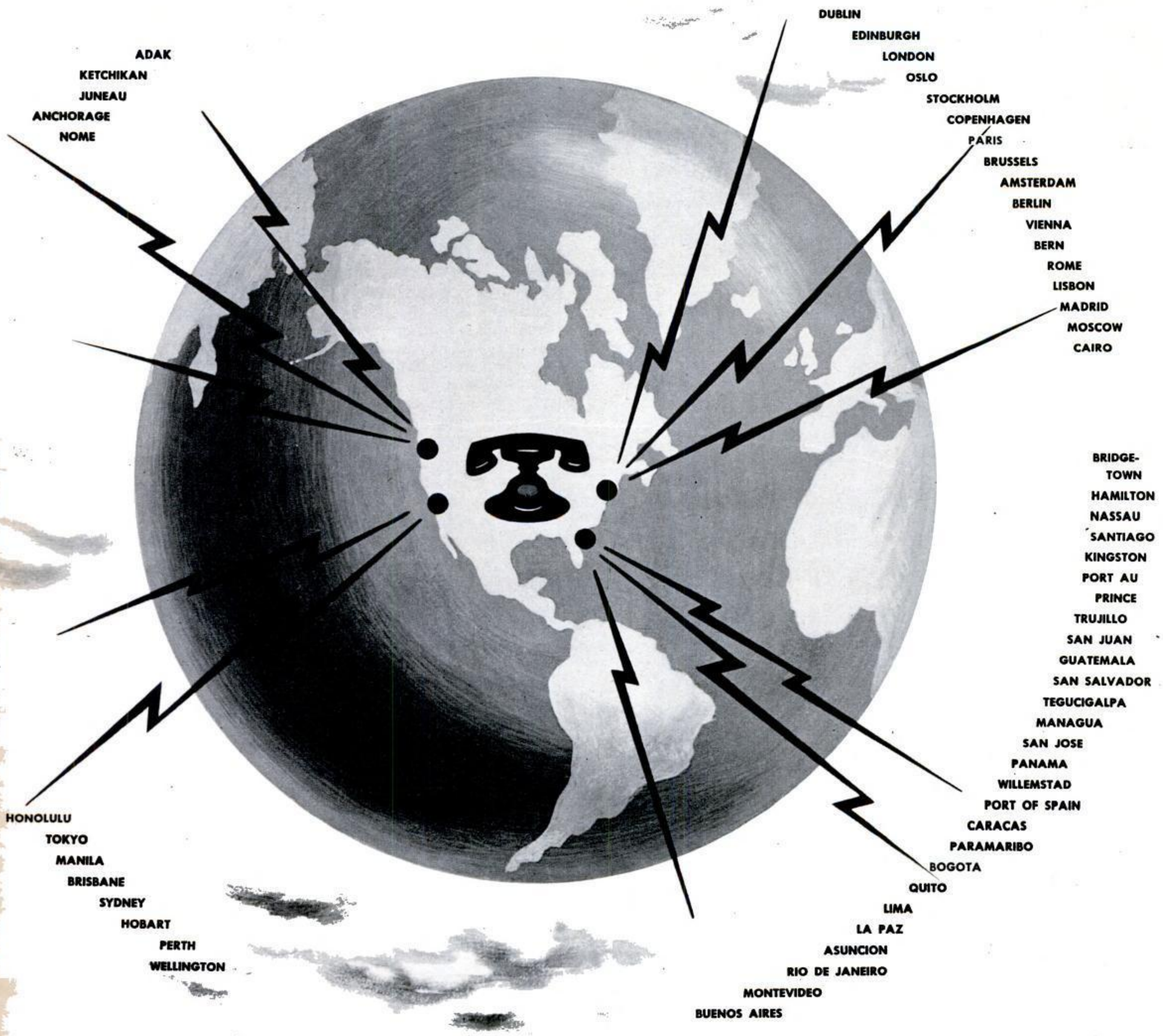
At their favorite Latin Quarter cafe, the Taverne du Panthéon, known as the "Lopodrome," students pay homage to Le Maître. On a recent typical day they flocked into the cafe, impatient for the daily political meeting to begin. Already Lop's ministers were

CONTINUED ON PAGE 4



LOPIST HEADQUARTERS, known as "Lopodrome," is this inexpensive cafe in student quarter. Here Lop supporters meet to cheer their candidate.

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there: the Minister of Information, Propaganda and Cults; the Minister of Tobacco and Health; the Minister of the General Situation; the Minister of Justice, Sports and Leisure; the Minister of the Fight against the Opposition, and the Minister of Folklore and Sex.

These were "Lopologists." Their program, "Lopeotherapy," calls for the elimination of poverty after 10 p.m.; the rebuilding of Paris in the country because it lacks air; the reopening and nationalization of the brothels, so that the revenue will permit the government to lower taxes; a special government compensation for deceived husbands and a decoration to be known as the Order of the Cuckold of the State. But Le Maître has denounced those treacherous extremists who want to extend the Boulevard St. Michel to the sea, with a comfort station every 50 yards.

•

At the appointed hour a solitary figure stalked into the jammed Lopodrome. It was Lop. A black, wide-brimmed Homburg covered the head which a fervent disciple had once said is shaped "like a flatiron upside down, recalling the glory of the Victory of Samothrace." Suddenly the hum of conversation died and everybody vibrated momentarily to his presence. But before you could say "Lop," the walls of the cafe rang to cries of "*Tout pour le front lopulaire* (Everything for the lopular front)!" Then the faithful sang their stirring anthem, "Lop, lop, lop lop lop, lop lop lop . . ." (to the tune of *The Stars and Stripes Forever*).

Standing at the microphone, Lop was serene and simple in his white celluloid collar and black shoestring tie. This pleasant little philosopher, who is in his 50s, had spent last night, as every night, at home painting pictures. This morning, as every morning, he had trotted (and sometimes loped) from cafe to cafe selling his creations. With them, and with his 18 published volumes ranging from poetry to his weird political theories, he eked out a modest existence. Now it was afternoon, and the time for campaigning. As he accepted the plaudits of the crowd, across his thin lips, topped by a neatly trimmed mustache, there played an inscrutable smile. This was the man who had dared speak out loud and clear during the occupation

CONTINUED ON PAGE 6

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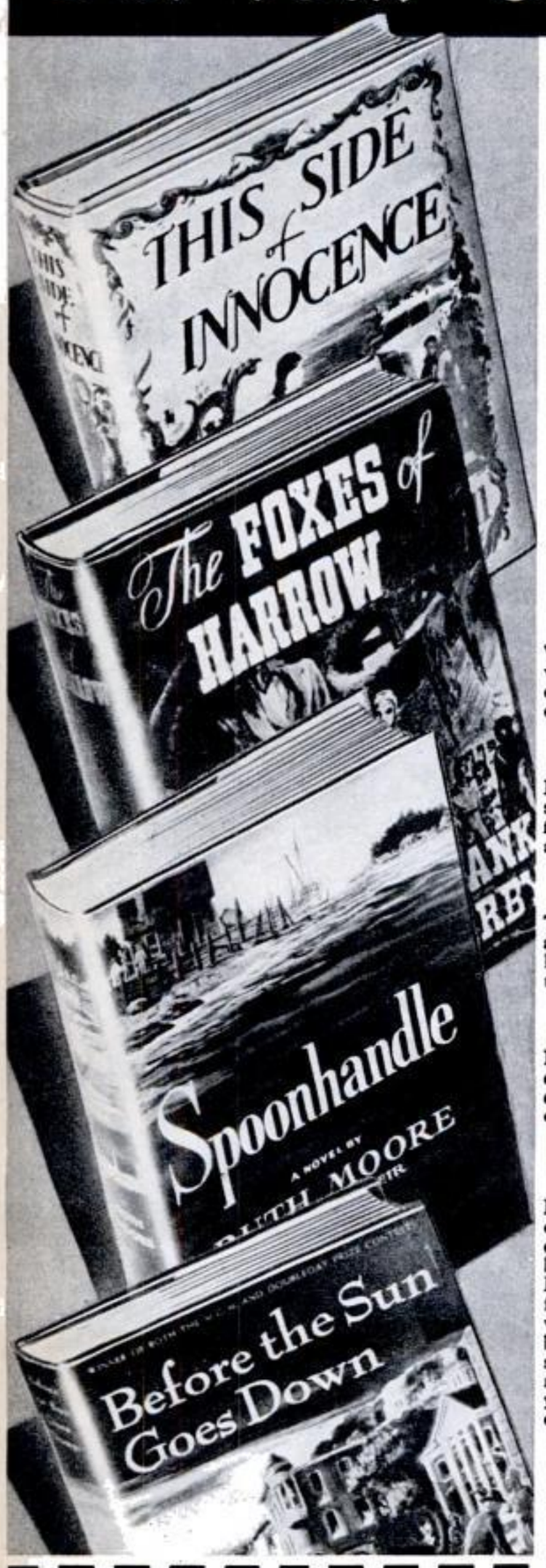
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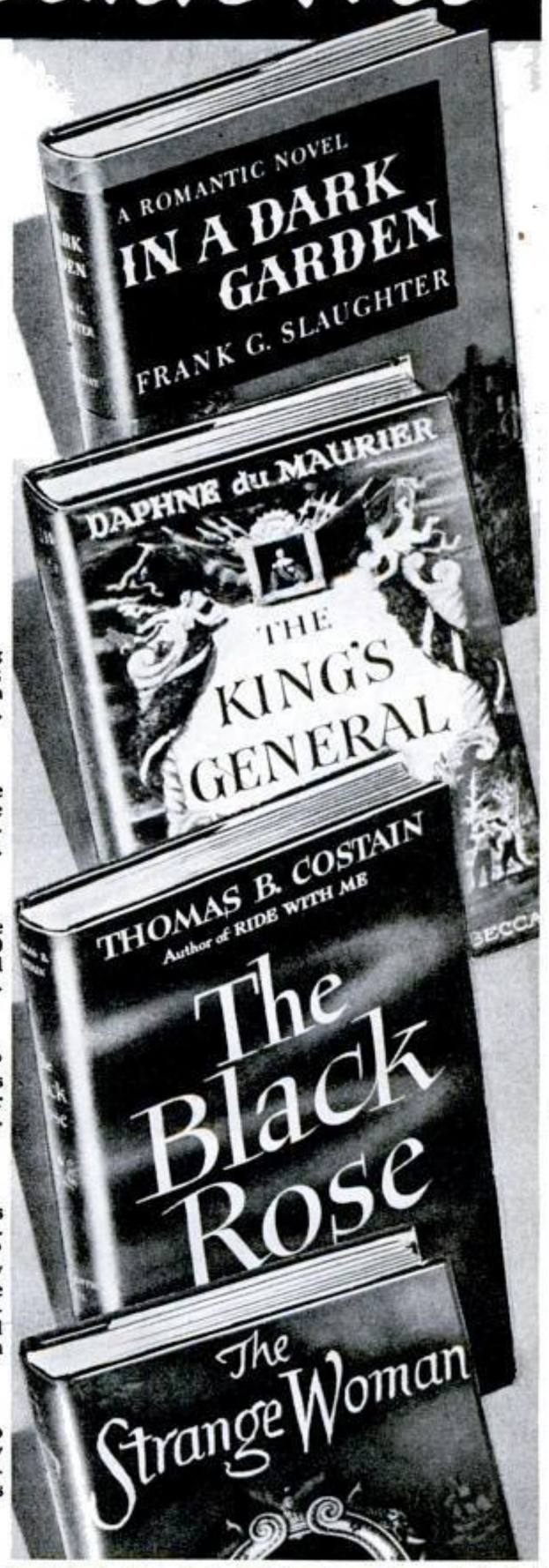
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STREETS SWARMED with Lopiens in May but mock putsch failed.

LIFE'S REPORTS CONTINUED

against the Germans and Vichy.

It was Ferdinand Lop whom the students had chosen to replace Marshal Philippe Pétain as Chief of State in 1941, and each year the students celebrated Le Maître's birthday on the same day that Hitler was born. Festivities were at their height in 1944 at a Latin Quarter restaurant when two German officers dining at a nearby table became offended and stormed out to phone for the Gestapo. Without pausing to pay the bill, the patriotic revelers scrambled out of the windows. Lop's words on that trying occasion will not soon be forgotten. "We do not retreat," declaimed Le Maître as he thrust a leg over the window sill. "We advance backward for strategic purposes."

But now, on the stand before his admirers, Lop cleared his throat. "*La politique*," he cried, "is a woman one courts and loves." The crowd cheered. Lop continued, "The intellectuals and elite are behind me. Tomorrow I shall be called to power." The crowd chanted, "Lop *au pouvoir!*"

As the voices subsided, hyperbole vied with mixed metaphor as Lop's ministers rose to speak. First to take the floor was the Minister of the General Situation.

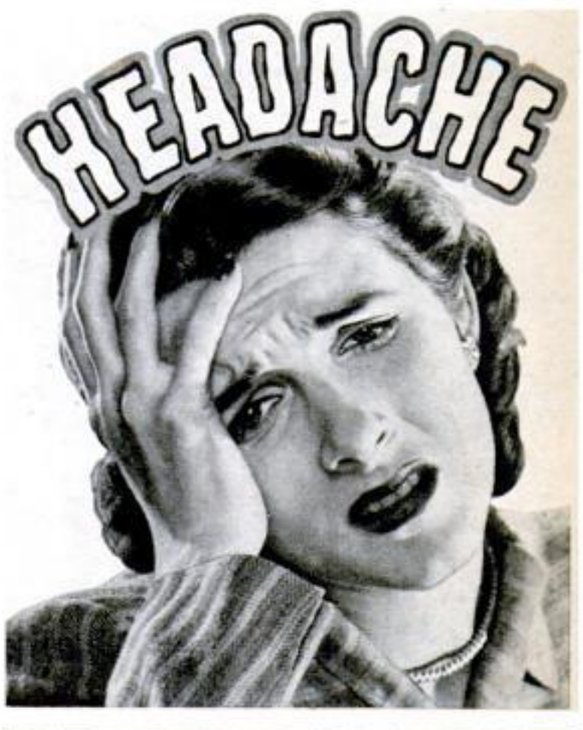
"For 15 years," he intoned, "Ferdinand Lop, that giant intellect, has been battering his undaunted head against the stone wall of power. But Le Maître's magnificent brain has not even been dented."

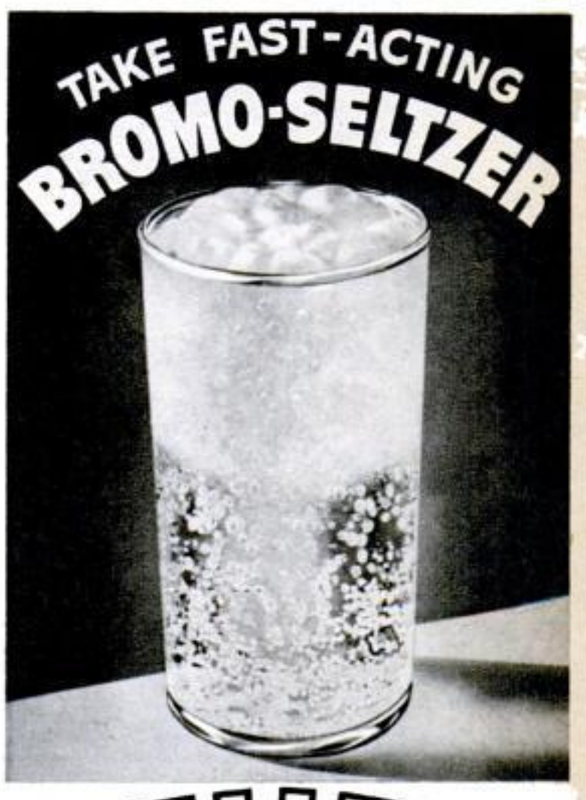
Cried the Minister of Tobacco and Health, "Men as different as Winston Churchill and Joseph Stalin have bowed before the genius of Ferdinand Lop, before that immense domed forehead, behind which beats such a great heart."

Reasoned the Minister of Folklore and Sex, "The only reason our putsch last May was abortive is that the government fears us. The constitutional referendum last month proved France is 100% behind Lop. Why?

"Ferdinand Lop demanded a 'No' vote. Thus all who vot-

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ed 'No' are pro-Lop. But those who are aware of Ferdinand Lop's Machiavellian mentality reasoned that if Le Maître demanded a 'No' vote, he really wanted us to vote 'Yes.' So those who voted 'Yes' are also pro-Lop. However, many people were confused by Le Maître's subtle policy and, not knowing whether to vote 'Yes' or 'No,' abstained. You need only add the 'Yes' and 'No' votes to the number of abstentions to realize that Lopian unity has been achieved in France. The royal road to power is therefore clear, and that great democrat and republican Ferdinand Lop will reign under the name of Napoleon IV."

•

A thunder of applause rocked the cafe in tribute to this trenchant analysis. Then the Minister of the Fight against the Opposition took the floor. It was clear from his aggressive attitude that trouble lay ahead.

"For 15 years," he cried, "I have faithfully served Le Maître, adding new conceptions to Lopology and denouncing malevolent insinuations that our movement constitutes L'OPium of the people. But," he shouted, turning toward Lop, "after I have selflessly offered the sweat of my brow, the acuteness of my intellect to the cause of Lopism—after you have sucked the marrow of my bones, torn from me my youth —yes, and even my innocence —what reward do I get? You put me fourth instead of third on your election list."

Ready for battle, his watery blue eyes blazing behind his tortoise-shell glasses, Lop sprang to his feet. "Think of France," he roared, "not of your personal interest."

"This is dictatorship," retorted Lop's insurgent Minister of the Fight against the Opposition. "I shall start an opposition neo-Lopist movement."

"You can't," screamed Lop. "You are incapable."

Then to the crowd's orchestrated cacophony Lop repeatedly shrilled his obbligato, "Traitor! You will have no portfolio!"

Finally Lop's trusted dauphin, the Minister of Information, Propaganda and Cults, rose to patch the breach.

"We want unity but we are democratic," the conciliator began. "That's why we admit opposition—only, of course, to the point where it does not manifest itself.

"To those disciples who wish to guide the master the answer is clear. For 15 years Fer-

CONTINUED ON NEXT PAGE

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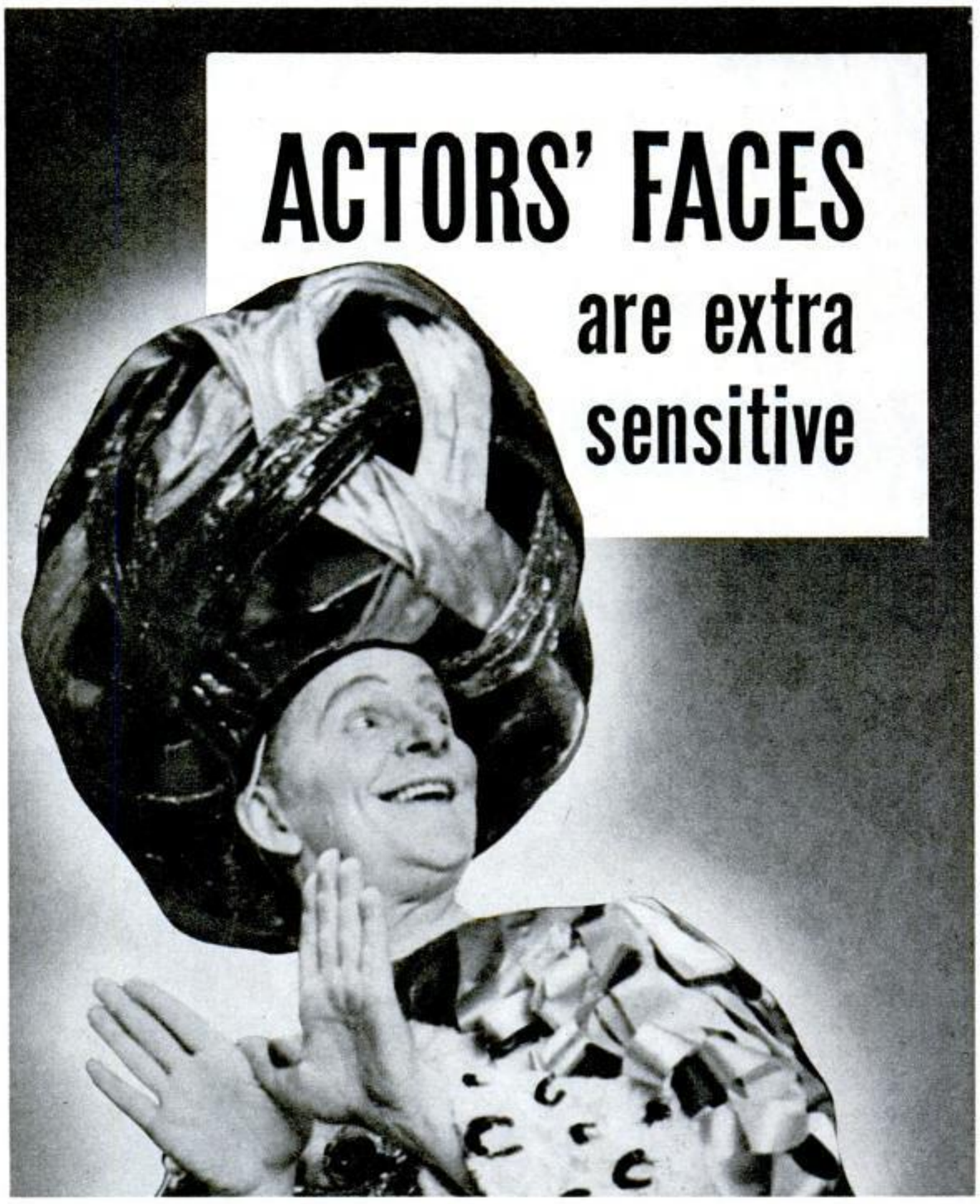
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—that's why Bobby Clark shaves with soothing WILLIAMS

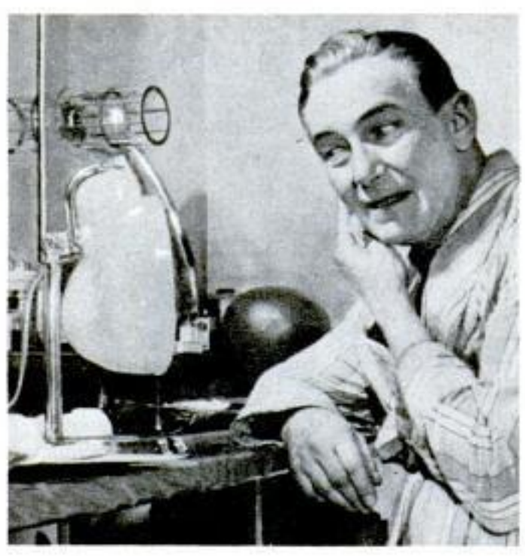
BOBBY CLARK, long one of Broadway's favorite comic stars, says: "Years of removing make-up have made my face very sensitive. But I can shave closely with Williams. It's a great beard softener . . . and it never stings or irritates my face."

To be truly gentle on the face, a shaving cream must be made from pure, mild ingredients—blended as carefully as a doctor's prescription. That's exactly how Williams is made . . . with a skill that comes from over 100 years' experience in the manufacture of fine shaving preparations.

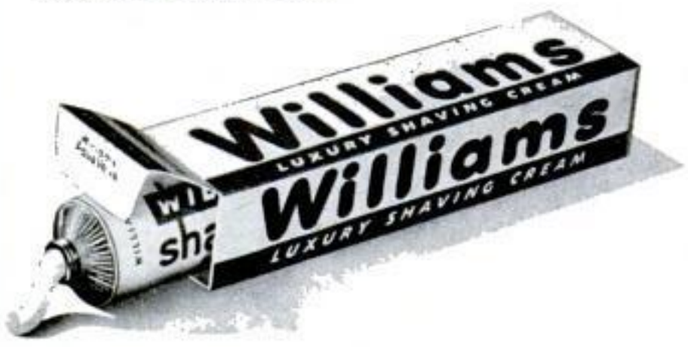
Rich, super-soaking lather

Rich, easy-lathering Williams Shaving Cream takes the "fight" out of the toughest beard—soaks whiskers *completely* soft. It helps you get a clean, close shave without razor pull or scrape . . . leaves your face feeling smooth and easy.

Discover the difference Williams can make in your shaving. If you prefer a brushless shave—try the new Williams Brushless Cream.



PAUL LUKAS, shown here in his dressing room, is another distinguished actor who shaves with Williams. He says: "Removing make-up makes my face extremely sensitive. But I can shave as closely as I wish—without soreness or irritation—when I use Williams Shaving Cream."



★ ★ ★ ★ ★ ★ ★ ★ ★

NOTE—BRUSHLESS SHAVERS—*Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.*

dinand Lop, as he took off his pants at night, envisaged taking power the next day. Every morning as he pulled on his socks, he was no closer to holding power. You must admit that such a man with the same idea for 15 years is not normal. That is why we who are normal must follow him."

A mollified Lop joined his applause to the frenzied cheers of the crowd.

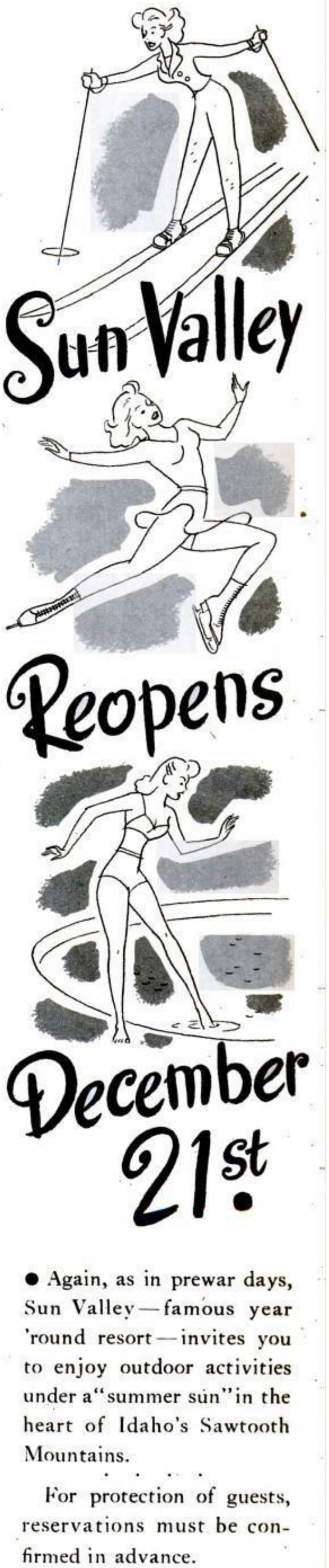
At a signal that the meeting was ended everybody rose for the ritual swearing of allegiance. Raising the first two fingers of the right hand, they intoned reverently, "We swear —to be faithful to our venerable master. We shall follow him wherever he may lead us —on the highroads of honor— in the footpaths of mud."

Ferdinand Lop, his ego highly polished and his cane swinging jauntily, left for the Chamber of Deputies. A lesser man might have shunned this part of a daily routine. For Lop has been barred from the Chamber by the bourgeois politicians, who refuse to admit they are afraid of his popularity. He is known well enough by the Deputies of France and even by the Ministers of the Republic. They greet him respectfully as "Monsieur le Président."

Perhaps they remember the days when student pranks could be the most important things in the world. But to this subtlety Lop seems unaware. He is a man with a mission and men with a mission do not look back. There is only tomorrow. And tomorrow Ferdinand Lop will appear at his Latin Quarter cafe, and while the students cheer he will resolutely announce, "Tomorrow I shall be called to power."



AT CHAMBER of deputies, where he is barred, Lop dreams of power.



● Again, as in prewar days, Sun Valley—famous year 'round resort—invites you to enjoy outdoor activities under a "summer sun" in the heart of Idaho's Sawtooth Mountains.

For protection of guests, reservations must be confirmed in advance.

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Food bowl covers, food bags



Aprons



Upholstery, slip covers

Baby pants





Garment bags, blanket bags

Shoe soles and uppers





Belts, suspenders

Closet Boxes





Rainwear, umbrellas



Shower curtains, shower caps



Luggage, handbags



Draperies, curtains



Tablecloths







Keeps water where you want it

Koroseal is back—in hundreds of new and more useful articles for home and industrial use

As a raincoat, *Koroseal* keeps water *out;* as garden hose or shower curtains, it keeps water *in*—for *Koroseal* is permanently waterproof as well as light, colorful, long lasting. Just on the market, *Koroseal* garden hose weighs not much more than half as much as ordinary hose yet carries as much water, comes in bright red or green.

Color is one of *Koroseal's* many pleasant features . . . and it's usually part of the *Koroseal* itself—so it won't wash off nor wear off.

Koroseal flexible synthetic, developed and made by B. F. Goodrich, contains no rubber. It is used as a sheet or film—for raincoats, baby pants, upholstery, packaging. Or, it is used as a thin transparent coating on fabric—for shower curtains, luggage, outdoor furniture, camping equipment, tablecloths . . . a coating that never peels nor cracks.

It is permanently waterproof, resists sun and air indefinitely, is proof against oil and grease and almost every acid, is mothproof and practically scuffproof. *Koroseal* can be washed more often than any fabric—it "wears like iron." Ink, alcohol, foods, paint, coffee, pencil marks and almost anything else can be cleaned from *Koroseal* easily, just by a damp cloth.

There are imitations of *Koroseal* synthetic, but it's easy to tell the genuine article—every one carries a *Koroseal* label or tag which is your assurance it is real *Koroseal* made by a reputable manufacturer to the rigid specifications of The B. F. Goodrich Company, Akron, Ohio.

Koroseal

Trade Mark—Reg. U.S. Pat. Off.

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Gay Color—Good Eating

Here Niblets Brand whole kernel corn adds its sunny note to a bright meal.
Yes, and that summer-fresh flavor, too.



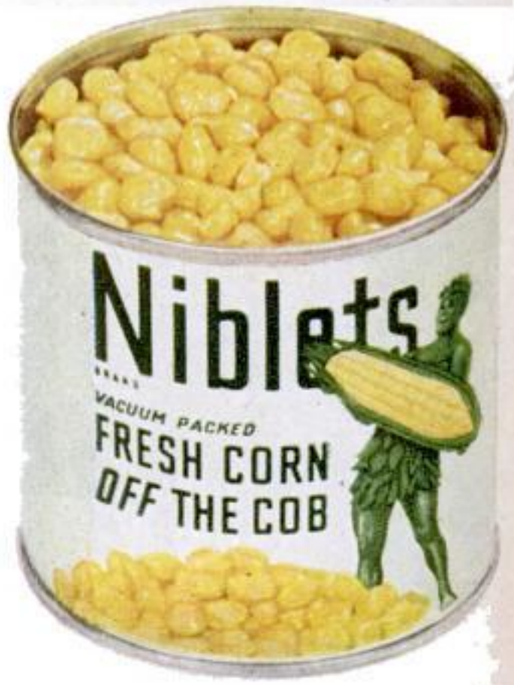
Prepared by LOUIS DIAT, *Chef*, RITZ-CARLTON HOTEL, *New York City—a spectacular way to serve pheasant . . . the casserole of meat flanked by the brilliant plumage of the bird itself. And what goes better with pheasant than the gold of Niblets Brand whole kernel corn, the tender flavor of its sweet young kernels?*

You can plant corn from just the right seed—a special variety (D-138)—just as we do. You can grow it by scientific methods in a perfect type of soil.

But all of this effort leads up to just one moment—when those kernels are right—exactly right—*beautifully* right. If you miss that moment you won't get corn with the unique flavor and tenderness that make it Niblets Brand whole kernel corn.

Laboratory tests tell us when the young kernels reach that peak of flavor. That is the instant we harvest them and seal them, vacuum packed, in cans. And that's what *picked at the fleeting moment of perfect flavor* means toward good eating on your table. Look for the Green Giant on the can.

Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. ©MVCCO.



Niblets BRAND *WHOLE KERNEL* **Corn**

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Shirley Arnow, 16, is a Phoenix, Ariz. high-school girl who was hired by Aldens, Inc. to model for catalog pictures (*pp. 70-72*).

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—the 100% pure Instant Coffee—made in 5 seconds!

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65¢ VALUE FOR ONLY

25¢

and one label from NEW G. WASHINGTON'S INSTANT COFFEE

Rust-resisting and stain-resisting



Here's a super-quality knife you'll use a dozen times a day! Made by Cattaraugus, it has a sharp-cutting blade of chrome plated Vanadium Steel that holds a fine edge. The handle is of molded non-slip rubber. A perfect, general utility knife!

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You know how hard it is to find a knife of this fine quality! Why not send for yours *today?* Get the NEW G. Washington's Instant Coffee at your grocer's or delicatessen. Then send a letter with the label, 25¢ and your name and address (or use the coupon below). Send for yours *now!*

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NOT **HALF,** NOT **TWO-THIRDS,** BUT **ALL** COFFEE! NO MALTOSE, DEXTRINS OR DEXTROSE ADDED

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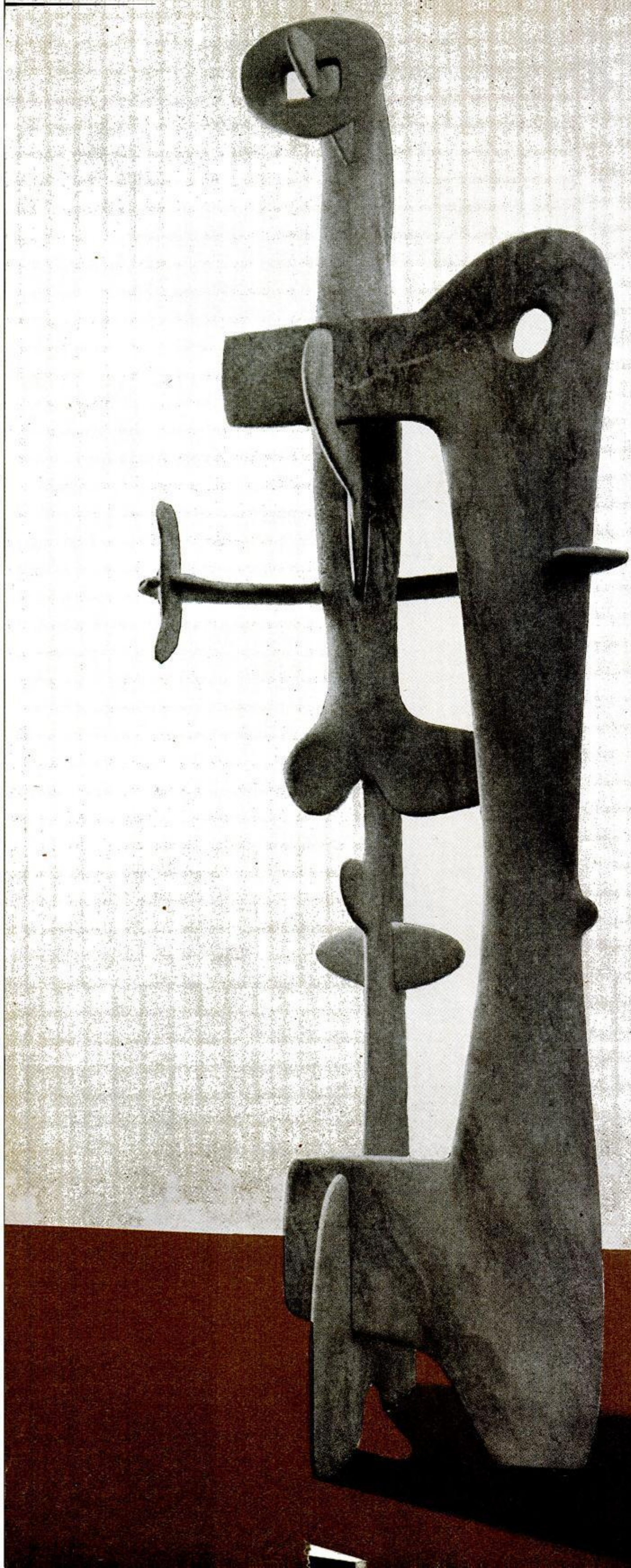
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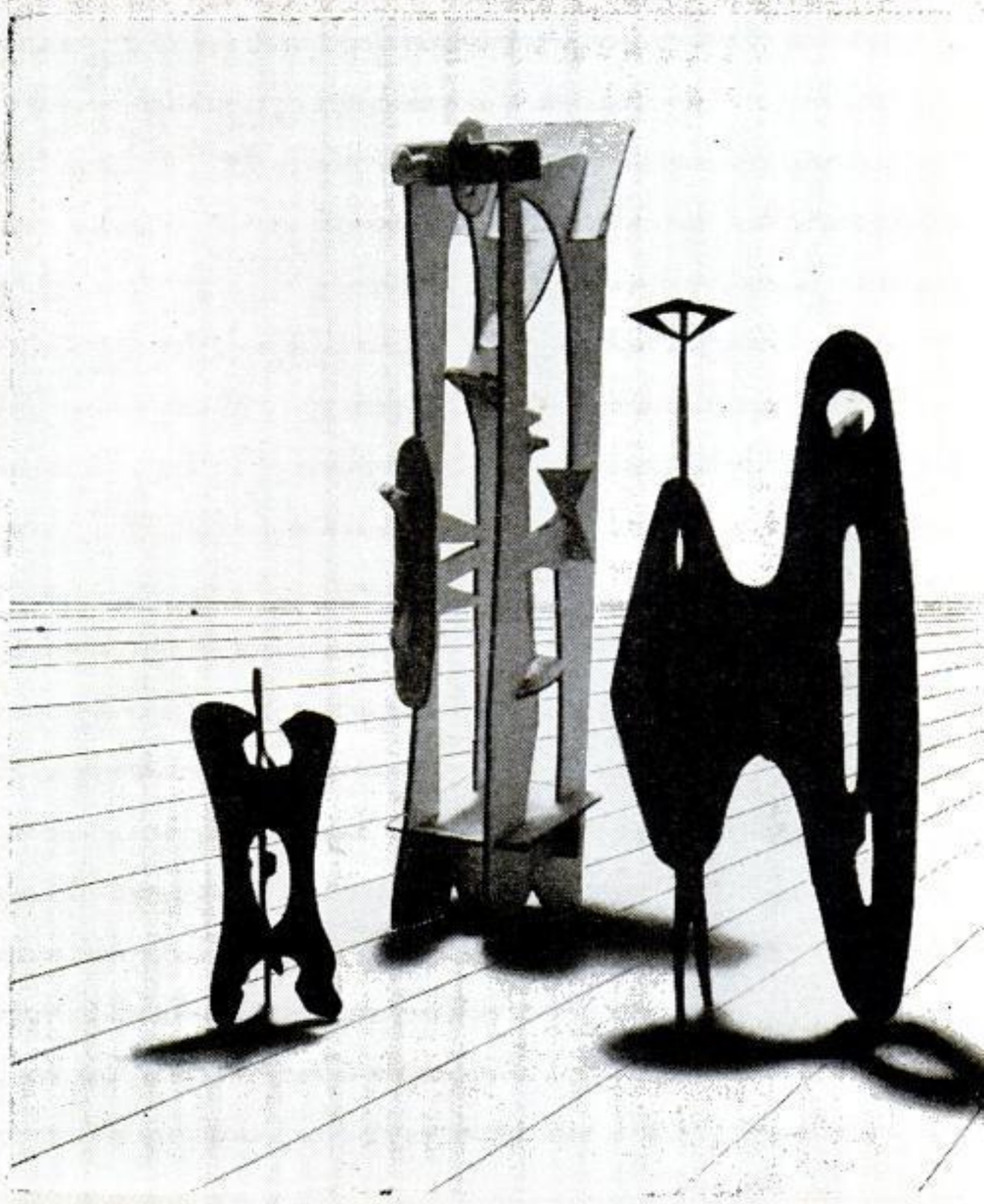
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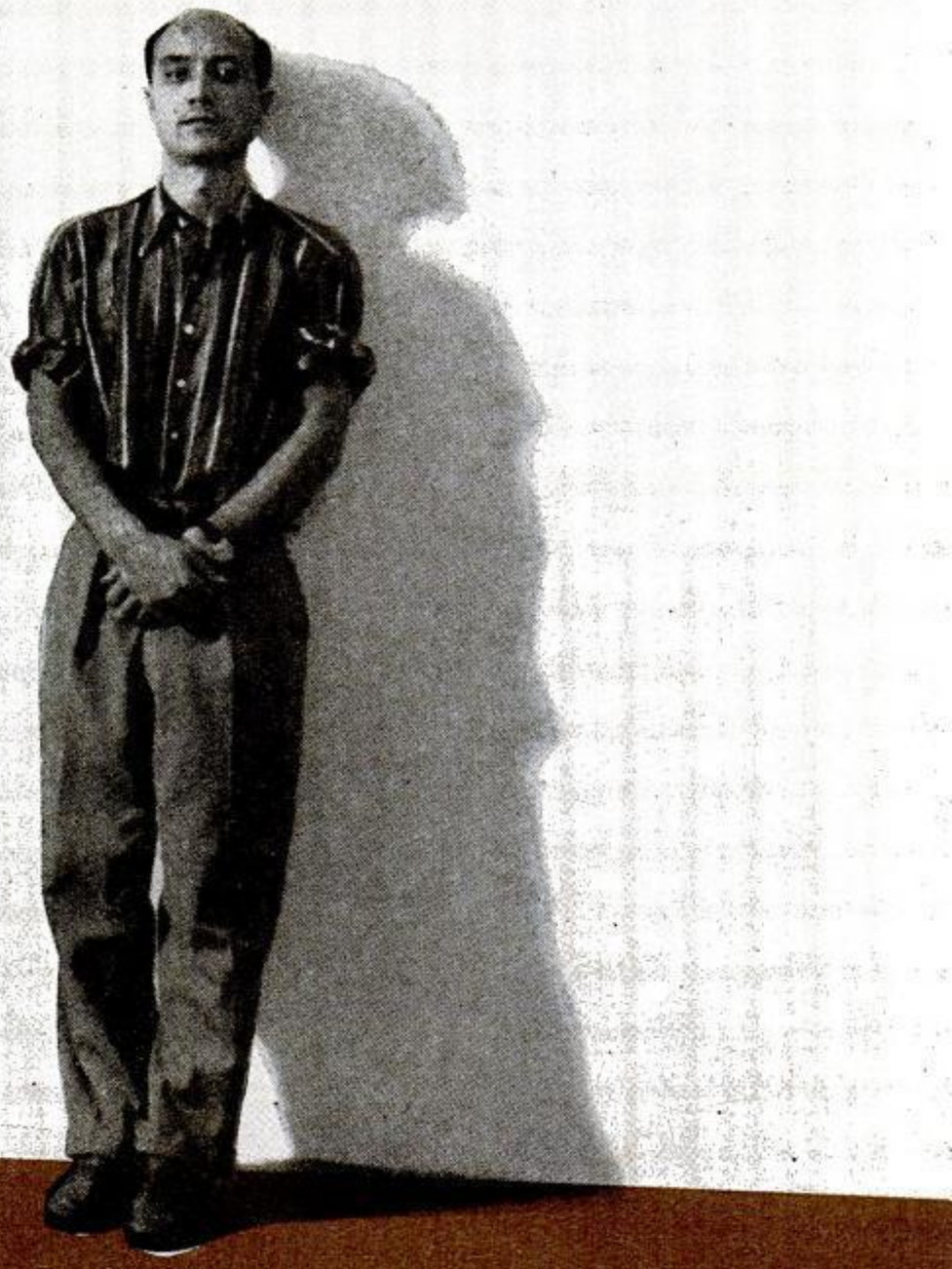
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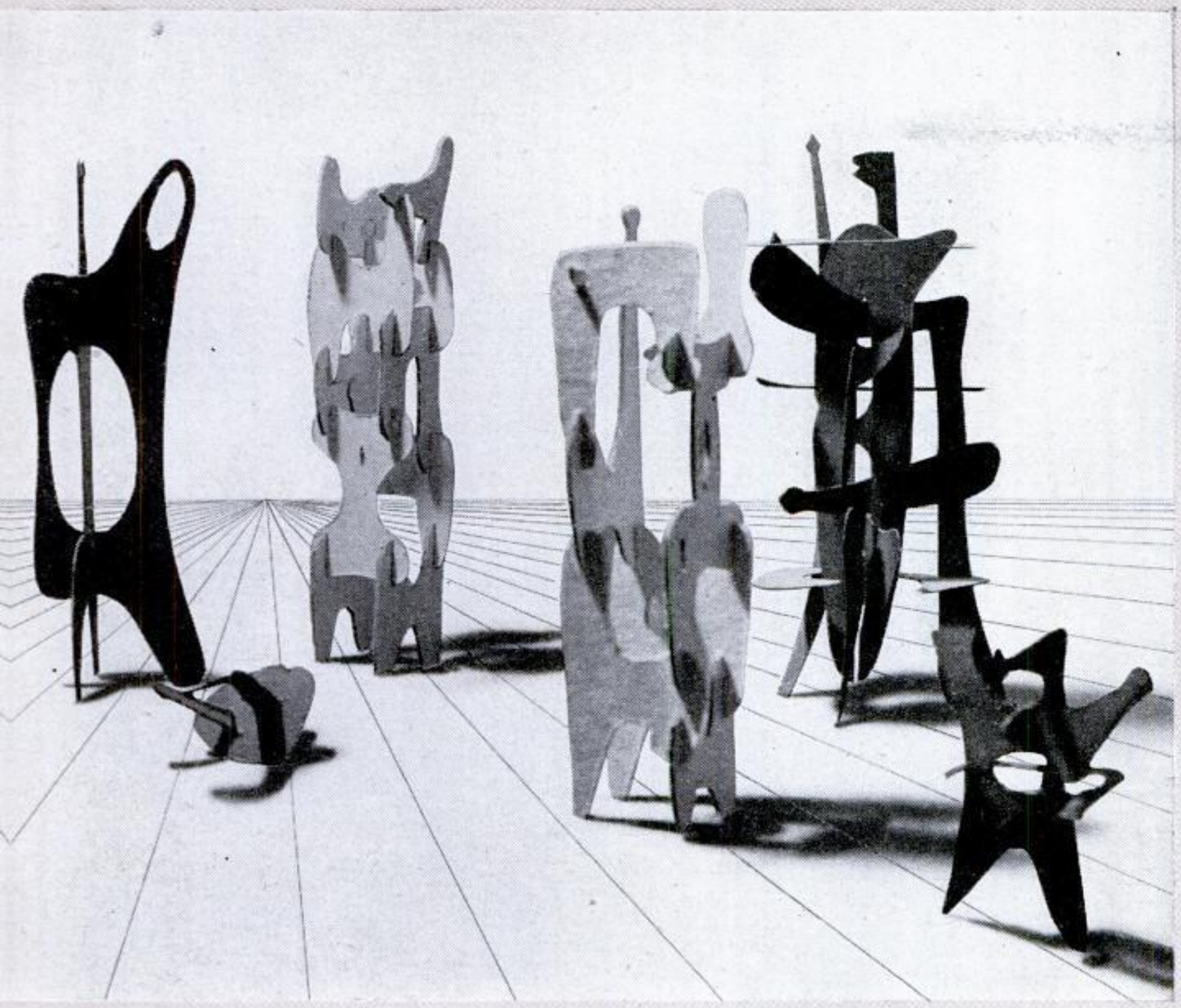
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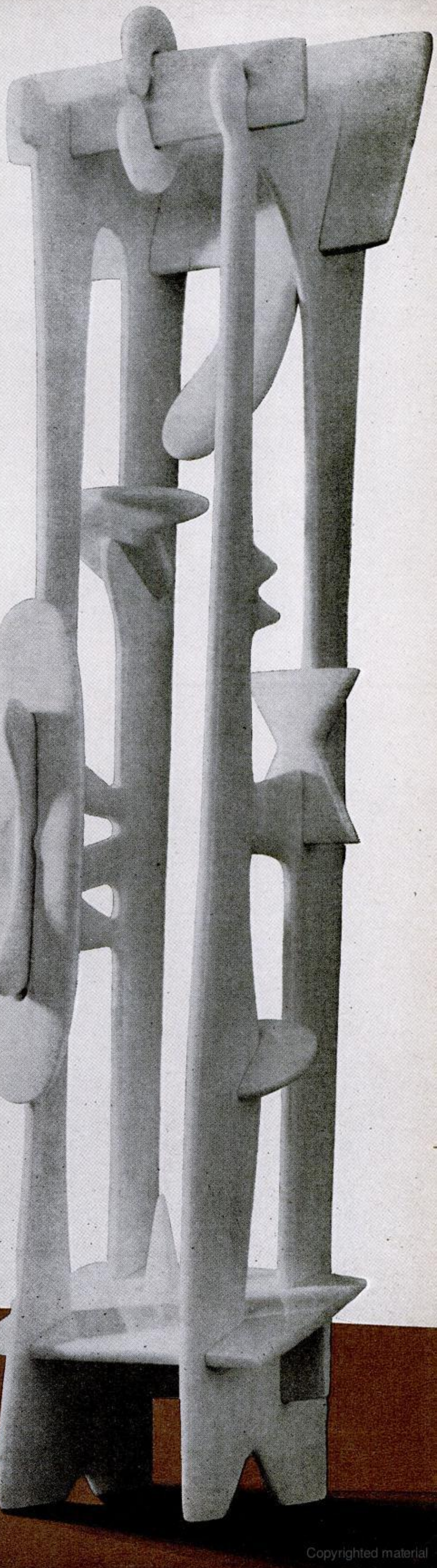
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SPEAKING OF PICTURES . . .

JAPANESE-AMERICAN SCULPTOR SHOWS OFF WEIRD NEW WORKS

At least a dozen top U.S. critics and museum heads believe that the puzzling objects shown at left and right in this composite picture are first-rate art. Now on exhibit in New York City's Museum of Modern Art, they are the handiwork of a Japanese-American sculptor named Isamu Noguchi (*left*) who since 1929 has been startling American art critics and laymen with his extraordinary sculptures. The involved figure at the left is supposed to represent mankind, stands 9 feet 9 inches high and was cut from $55 worth of Georgia pink marble. Because of the intricate slotting and notching of its eight separate pieces—a unique feature of Noguchi's work—he can take the whole thing apart in two minutes. The marble sculpture at right is Noguchi's conception of man's existence. It is 5 feet 9 inches high and can be dismantled in three minutes. The figures in the panel above are small cardboard cutouts which Noguchi made as models for full-size statues and calls prefabricated sculpture. But he never got around to finishing most of them and now even Noguchi does not remember what all of them mean.



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"Maybe I <u>do</u> spoil my husband!"





"A FEW not-so-bright wives think I go to too much trouble for Bill!

"*You* know—things like getting smoothed up for dinner, even when there are just the two of us. And baking my own rolls, instead of feeding Bill store-bought ones. And letting him snooze *every* night on smooth, wonderful Cannon Percale Sheets!

"But *most* of you young married gals are like me. We've said good-bye to the old days when the good things were just for company. If Cannon Percales are extra-soft and sweet-sleeping—why, that's for *us!*

"Just between us, the men think we're pretty smart.

"Especially when we point out that lovely Cannon Percale Sheets cost only a trifle more than best-grade muslins. And that these Cannon beauties are marvels for wear. And that we wouldn't *dream* of anything less wonderful for such wonderful husbands!"



Do you remember mama? How she brought out percale sheets only when rich Aunt Bessie visited? Today mamas and mamas-in-law are taking a tip from us. Are they tickled to find they can afford Cannon Percale Sheets for every bed in the house!



Aren't you glad you're today's girl? Interested in knowing the *why* of really good values! For instance, Cannon Percale Sheets are our dish—because they're closely woven of specially selected American cotton—with 25% more threads per inch than best-grade muslins!



Isn't it fun to be so smart? All of us today are looking for ways to ease housekeeping tasks! Cannon Percale Sheets do *that.* They're blissfully lighter in weight—make bedmaking and home-laundering lots easier!

Look also for Cannon Muslin Sheets—well-made, long-wearing, another real Cannon value!

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Cannon Percale Sheets

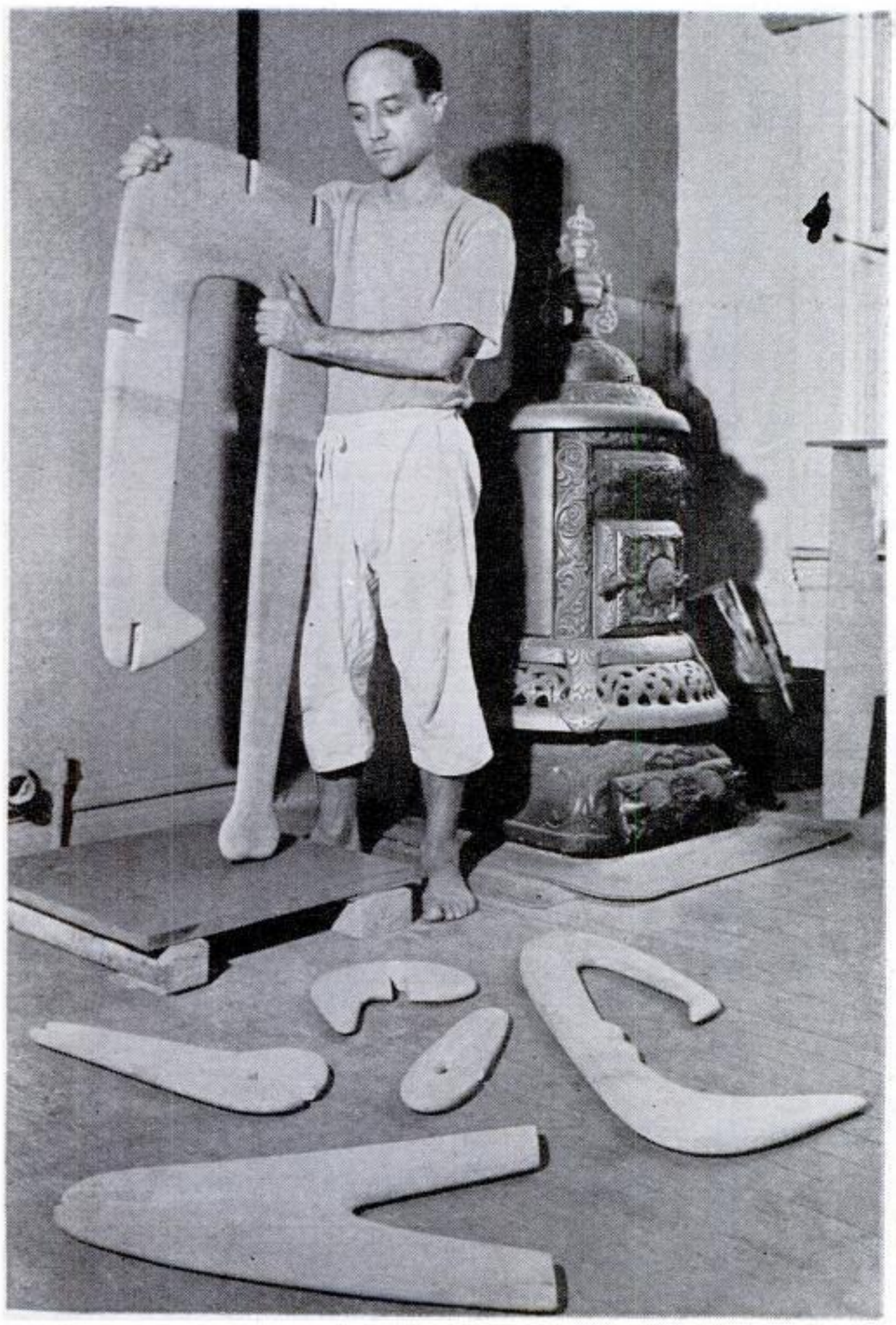
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SPEAKING OF PICTURES

CONTINUED



BAREFOOTED NOGUCHI DISMANTLES STATUE IN HIS STUDIO

NOGUCHI HAS ODD VERSATILITY

Even more unorthodox than Noguchi's sculpture on the preceding pages is the record of his wanderings in search of new artistic mediums and what he produced when he found them. Born 41 years ago in Los Angeles of a Scottish-American mother and a Japanese poet father who composed poems like *Seen and Unseen or Monologues of a Homeless Snail*, Noguchi early in his career apprenticed himself to Gutzon Borglum, the sculptor who carved the great heads on Mt. Rushmore. Six months in the Borglum studio convinced Noguchi he ought to be a surgeon. But a few premedical courses at Columbia University sent him right back to sculpturing and he began to turn out slick, salable nudes. In the next 15 years he roamed all over the world, managed to carve, build or design something controversial or revolutionary almost everywhere he went. In Paris on a Guggenheim Fellowship, which was to take him to India but never did, he acquired a modern abstractionist technique and produced some precariously balanced metal objects which later startled New York. In China he studied calligraphy, traces of which can be seen in the statues on pages 12 and 13, and in Japan he took up pottery-making. By 1935, three years after his statue, *Miss Expanding Universe*, had bewildered gallery-goers, he was impressing critics with a figure of a lynched and burned Negro; a model for a huge "play mountain" which contained a series of ramps with water slides, gymnasiums, a concert platform and skating rink, all designed for a Manhattan street, and a violently prolabor, polychrome, cement mural in Mexico City which was 72 feet long. One of his most celebrated works, which won a national contest in 1938, was a 10-ton stainless-steel plaque depicting news-gathering operations which now decorates the Associated Press Building in New York.

For a few months during the war Noguchi, at his own request, was kept in an alien Japanese camp. Now he works in a studio in New York where he patters happily about in his bare feet, cutting up marble slabs to fashion even more statues like those on the preceding pages.

GIRL REPORTER GETS TIP— LANDS ON FRONT PAGE!



7 A.M. "I couldn't even report a tea party today," frets news-hound Alice who's feeling dull, headachy, logy—due to the need of a laxative. "Girl Rescues Friend," sings out roommate Sue, handing her a glass of Sal Hepatica.



9 A.M. Alice scoops the other papers on a sensational story. Lucky thing she took that tip about Sal Hepatica!

Taken first thing in the A.M., this sparkling saline laxative brings quick, ever-so-gentle relief—usually within an hour. And Sal Hepatica helps counteract gastric acidity; helps turn a sour stomach sweet again, too.

In a national survey, 3 out of 5 doctors advised Sal Hepatica. Why not try it next time *you* need a laxative?

ASK YOUR DOCTOR about the efficacy of this famous prescription! Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Get a bottle of Sal Hepatica today, remembering this caution:—use only as directed.

Whenever you need a laxative —take gentle, *speedy*

SAL HEPATICA

TUNE IN: { "MR. DISTRICT ATTORNEY"—Wednesday night, NBC Network
"BREAK THE BANK"—Friday night, ABC Network

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Just Slip Him a Klip-Pin



On a man's tie it looks like a pin. It holds like a pin. But it isn't a pin. It's the Klip-Pin, another ingenious SWANK idea in a slip-on Tie Klip—another reason why well-groomed men prefer SWANK. Dressy, useful, clever, it makes a welcome gift—or a smart buy for yourself.

Klip-Pin $3.50
Klip-Pin Set $5.00
in Rolled Gold Plate
Other Swank brand sets to $200

SWANK—Reg. U. S. Pat. Off., Swank, Inc., Attleboro, Mass.

LETTERS TO THE EDITORS

BILLIONAIRES' CLUB

Sirs:

Devastated France rebuilding? Your story, "Life Visits a Billionaires' Club" (Oct. 21), points out that membership is indicative of possession of $8,500,000 minimum, and alas, the club restricts its membership to a scant 300, leaving La Belle France's other unfortunate millionaires with no place to squander their war-depleted funds. How strange it seems to find that in a country where there are so many private fortunes that the people have to receive their food, clothing and bare necessities from loans from our government and the kindnesses of our citizens. . . . Is this the promise, the culture that the new France offers to the modern world?

F. GLENDON SMYTHE
Los Angeles, Calif.

Sirs:

Yes, France has these smartly dressed billionaires who bask in the caressing Riviera sun, sip rare old wines, enjoy good food and maintain costly yachts. Yet it took a wealthy American couple to come to the rescue of the French farm town of Maillé when its citizens were in need of clothing, household equipment and other needs. . . .

PIERRINA M. ROHDE
Worcester, Mass.

Sirs:

In your visit to a French billionaires' club, it would take people like these with a distorted sense of pleasure to have as a mascot this person Suzanne Toffel.

Look closely and see if you have ever seen a body any uglier and flatter unless it is some man posing as a woman. . . .

MRS. JAMES L. KIMBELL
Smyrna, Ga.

Sirs:

Suzanne of Cannes may be lithe, but to me she is, in the French bathing costume, amazingly beautiful.

MR. E. KAYE HUNTER
Plymouth Meeting, Pa.

CONTINUED ON PAGE 18

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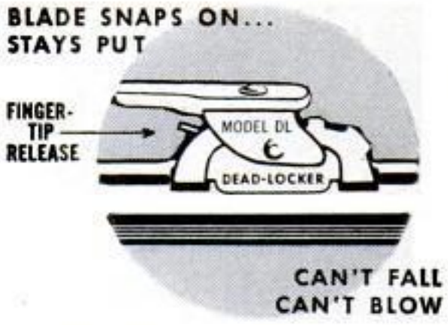
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ARMS and BLADES

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CAN'T BLOW OFF

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DON'T SHOOT YOUR GAS-PUMP MAN!

He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



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GARY, INDIANA

FOOT RELIEF in 2 minutes

Do exercise below recommended by most Chiropodists (Foot Specialists)



DO THIS DAILY to get wonderful quick relief and healthier feet. Bend feet under, flex from side to side, curl toes down, spread toes apart; repeat 10 times. Then massage feet, and between toes, with soothing Mennen QUINSANA fungicidal powder. Comforts, peps up feet. Amazingly effective against Athlete's Foot, excessive perspiration, foot odor. Shake QUINSANA in shoes daily. Get QUINSANA now for greater foot comfort.

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An Invitation To Readers of This Magazine

FROM THE PUBLISHERS OF THE

FUNK & WAGNALLS *New Standard* ENCYCLOPEDIA

Please Accept WITH OUR COMPLIMENTS

Volume One of the New 1946 Edition—Now On Press!

[ALL WE ASK YOU TO PAY IS TEN CENTS TO COVER COST OF MAILING IT TO YOU]

WE ARE now on press with our Fall 1946 Edition of the Funk & Wagnalls New Standard Encyclopedia, which in previous editions sold over 15,000,000 volumes—an amazing record.

This latest edition, newly revised, we have allocated among the newspapers and magazines carrying our Fall advertising program. In accordance with this plan, we have set aside 1,500 sets for readers of this magazine and now invite you to become the owner of a set—making you this extraordinary offer to enable you to become acquainted with the volumes before you decide to buy.

We want to send you Volume I of the set with our compliments. Merely send us 10¢ to cover our mailing cost—more as evidence of your good faith than anything else. This volume is yours to keep without any further obligation on your part. If, after examining Volume I, you want the rest of the 27-volume set, you may receive it at a ridiculously low price through our book-a-week plan, explained later in this announcement. Or, if you want no further books, you merely drop us a postcard saying so, and that ends the matter.

Some Facts About This Encyclopedia

We expect to enclose with Volume I a small pamphlet giving the facts to show that this is one of the finest encyclopedias anyone can buy for home use—unsurpassed by any other at any price.

In the meantime, we want to give you a few of the facts printed in the pamphlet, so as to interest you in taking the trouble to send for Volume I.

The new Fall 1946 Edition contains over 52,000 subjects, covered in separate articles. Compare this with any other encyclopedia in the world. You will find that it is at least 30% more than encyclopedias costing you up to four times as much as ours.

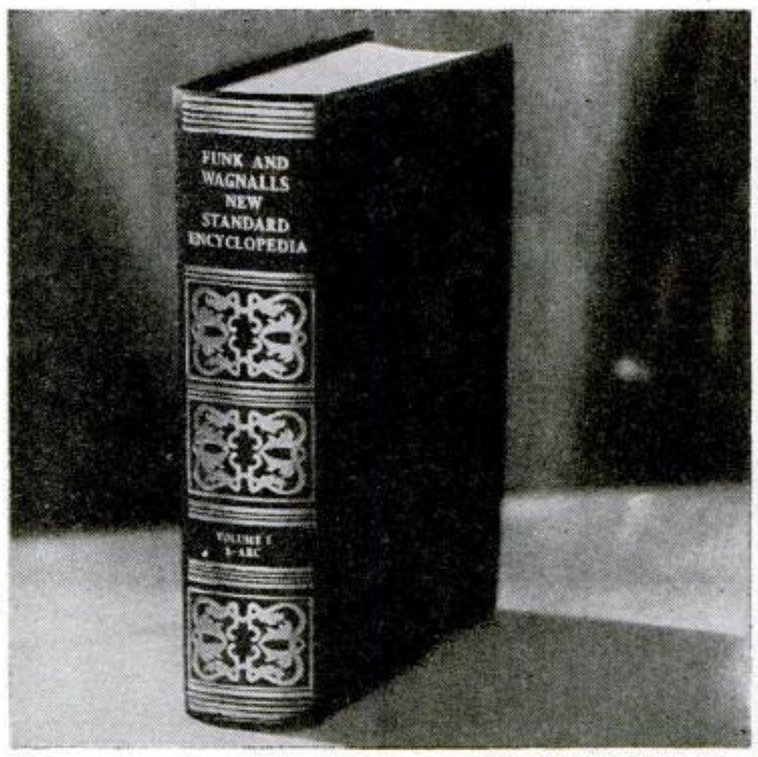
Each volume (*comprising about 500 double-columned pages*) *contains over a quarter of a million words—over 7,000,000 words in all*—which will give you some idea of the completeness of coverage of each subject.

Each volume is as up-to-date as human ingenuity can make it. In this edition the subjects have been revised to cover events of this last year, and each volume, as it goes to press, is brought finally up-to-the-minute. Our unique book-a-week delivery plan, bringing you the volumes almost as they come off the presses, makes it the most up-to-date of encyclopedias. Better still—later volumes, delivered to you during this Fall and Winter—will contain events which have not yet occurred!

• Easy-Reading, Handy Volumes

Editor-in-Chief of the original edition was Frank H. Vizetelly, the beloved "Viz" of radio fame, and the editor of the unexcelled Funk & Wagnalls New Standard (unabridged) Dictionary. Surrounded by a host of authorities in many fields, he brought this immense work into being.

But the books are *easy to read!* Your children in grammar and high school can read them, use



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them with profit. Free of technical detail, abstruse wording, and dry-as-dust-research specialist attitude—and free also of concise, over-abbreviated, fact-omitting brevity—this grand encyclopedia will be your rainy evening companion for many years to come.

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With this announcement we offer you a choice between the DeLuxe Edition and our Library Edition of the encyclopedia.

The De Luxe Edition, at $1.39 per volume, is bound in dark blue, leather-grained cloth, stamped in red and gilt, as illustrated here, with head and tailbands, and harmoniously stained page-tops. End papers and frontispieces are color reproductions of woodcuts by Hans Alexander Mueller, renowned artist in that medium, the frontispieces being a set of woodcut portraits of American Presidents.

The Library Edition costs slightly more ($1.89 per volume plus the same 11¢ mailing cost), and has all the features described above, plus a more expensive binding. The covers of this superfine edition are in a tan linen-weave cloth, with red and black title panels, decorated with genuine 22 carat gold leaf, bright and untarnishing—making in all an extremely handsome and dignified set of books.

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Just smooth Tavern Non-Rub Wax on linoleum, wood, rubber or asphalt tile floors. It dries in 20 minutes. Try Tavern Paste or Liquid wax to protect wood floors, woodwork, windowsills, painted surfaces. They clean and beautify as they polish. And remember, there are 9 other Tavern Home Products to help make light work of Fall cleaning!

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SOCONY-VACUUM





Typical Symbol of hospitality—Star Tavern, Rusper, England

TAVERN HOME PRODUCTS

LETTERS TO THE EDITORS

CONTINUED

Sirs:

My 4½-year-old son was glancing through LIFE, and when he saw the picture of Suzanne Toffel, he asked if I would cut it out and hang it up in his room.

When I asked him why he liked the picture, he replied, "Oh! I like the boat."

SYLVIA WHITNEY
New York, N.Y.

BROGAN CLOTHES

Sirs:

Have just finished reading your oh-so-cute story (LIFE, Oct. 21) on a New York shop catering to the children of well-to-do parents. Clothes for the little richlings ranged from 16 bucks for a sweater to 117 greenbacks for a coat. I don't see how that Brogan dame can get by on such a measly profit.

Anyway, in the same issue my eye was caught by a picture of some more clothes, these being gifts to a French family from a Mr. and Mrs. Hale, who are also loaded with dough. There was a little girl in this picture, too. She looked better in her generously given duds than any of those too-cute-for-words kids did in their mink-trimmed finery, and you can tell that to Mrs. Brogan and to Mr. and Mrs. Hale, who are doing a damned good thing for humanity's sake.

R. E. VAN SCOYK
Dayton, Ohio

WINDSOR CASTLE]

Sirs:

The highly informative account of Windsor Castle in this week's LIFE (Oct. 21) is marred by a somewhat misleading statement concerning one



of England's greatest authors: "In 1390 a clerk named Geoffrey Chaucer came to work in the castle." To the average reader this suggests a storekeeper's helper, probably out of a job and coming to the famous castle to do any sort of work he might be able to obtain. Chaucer actually did come to Windsor in 1390, not as a clerk in our understanding of the word, however, but in his official capacity as Clerk of the King's Works. . . . Neither "construction engineer" nor "superintendent of buildings" describes Chaucer's position accurately, though it included the principal functions of both. Incidentally, if we wish to think of Chaucer in terms of the 20th Century, we could call him a Harry Hopkins, for he was the friend of most of the great people of his day, who made many foreign diplomatic trips of a confidential nature and held various important public positions at home throughout the greater part of his life.

THOMAS A. KIRBY
Baton Rouge, La.

CONTINUED ON PAGE 21



F C

Lucky Turkey!

It may be Old Gobbler's last ride ...but he sure is doing it in style! Because that bike's equipped with a New Departure Coaster Brake. That means both turk *and* happy pedal-pumper will enjoy some mighty smooth traveling.

Powerful, lightweight New Departures are famous for their split second braking action, too! They're extra kind to rims and tires...and they're sealed against dust and dampness for *complete* dependability. Man, you'll feel like celebrating Thanksgiving all year 'round—when you give your bike a break with the New Departure Coaster Brake—"The Brake of the Day."

Have you read the fun-filled booklet "Pedalers' Progress"? Send postcard for your free copy.



New Departure
Coaster Brakes
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Mix ½ cup chopped hard-boiled eggs with 1 tbsp. diced stuffed olives and 2 tbsp. French's Mustard. Spread between slices of whole wheat or cracked wheat bread. *French's* gives the zesty *different* flavor men like!

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GOOD NEWS!

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You can give your family the vital nourishment they need—*with Hemo!*

Whichever way you mix it—*with Liquid or Powder*—rich, delicious Hemo offers most of the *healthful vitamins and minerals so essential to your family's daily diet.*

This is important because, *according to government figures, 3 out of 4 families may not be getting the proper nourishment today.*

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JUST ONE GLASS of Hemo gives you:



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- PLUS
- The Vitamin B_1 in 4 slices of whole wheat bread!
- PLUS
- The Vitamin B_2 (G) in 4 servings of spinach!
- PLUS
- The Vitamin D in 3 servings of beef liver!
- PLUS
- The Niacin in 3 servings of carrots!
- PLUS
- The Iron in ½ pound of beef!
- PLUS
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!



HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists		2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A	4900 USP units
333 USP units	VITAMIN B_1	400 USP units
2 milligrams	VITAMIN B_2	3 milligrams
400 USP units	VITAMIN D	410 USP units
(Not set)	NIACIN	10.3 milligrams
10 milligrams	IRON	15.7 milligrams
750 milligrams	CALCIUM	950 milligrams
750 milligrams	PHOSPHORUS	750 milligrams



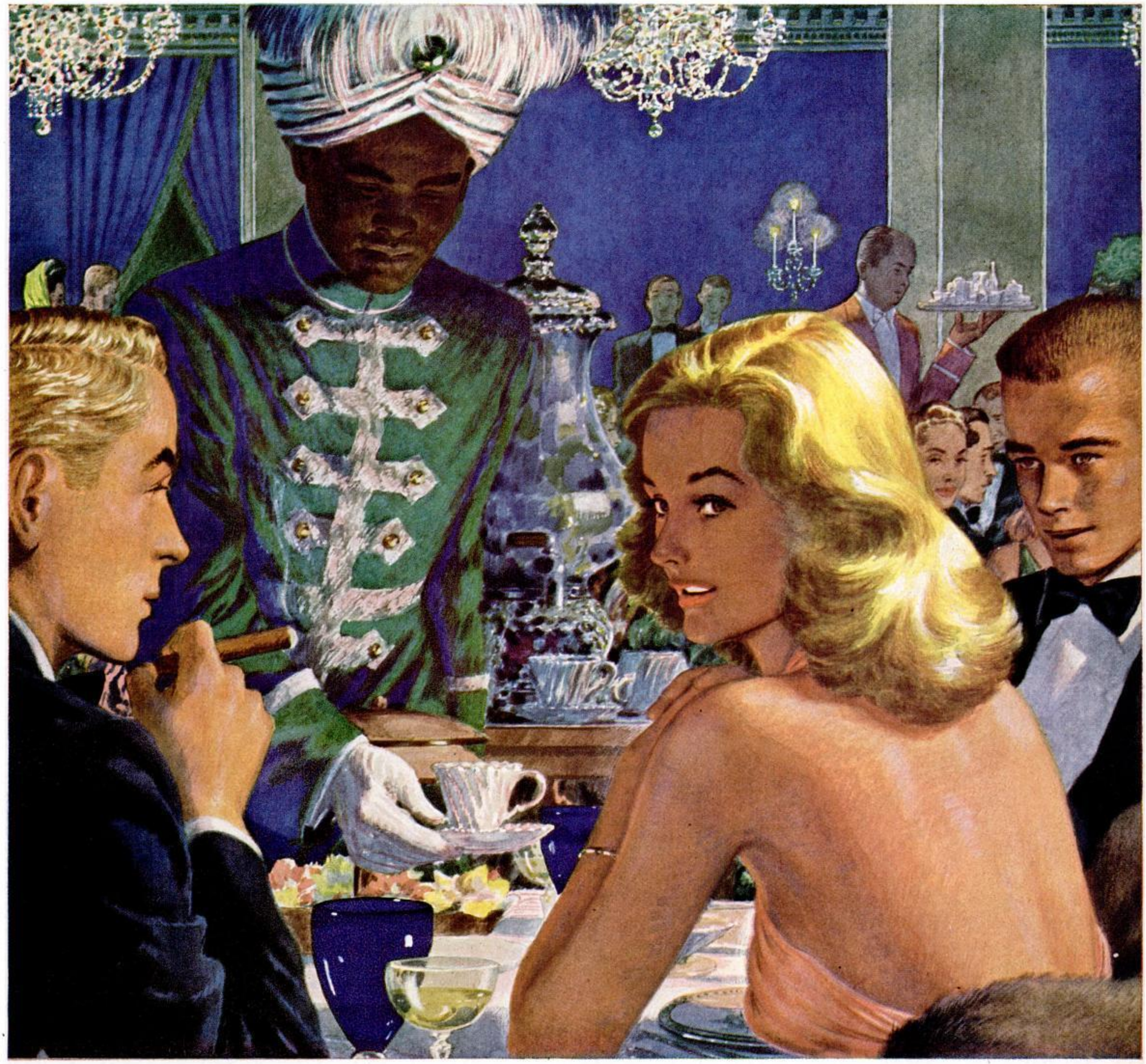
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POWDER OR LIQUID
BOTH LUSCIOUS
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BOTH MAKE 24 SERVINGS

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• Renowned for its distinctive charm is the Pump Room in the Hotel Ambassador East, in Chicago. Here fine food is offered in an atmosphere of unique elegance. And when the famous Coffee Boy serves the demi-tasse, a man just naturally reaches for a fine cigar . . . Webster!

• The discriminating smoker finds full pleasure in 100%-Havana-filled Websters. Their delightful flavor and aroma are constantly making new friends and holding old ones. Each day Websters become more and more the executive's favorite. Look for this luxury cigar wherever fine cigars are sold.

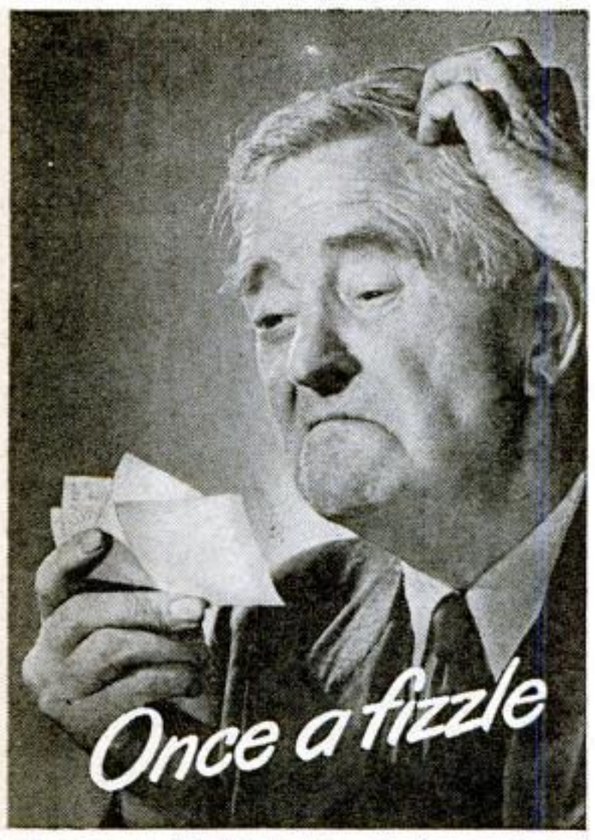
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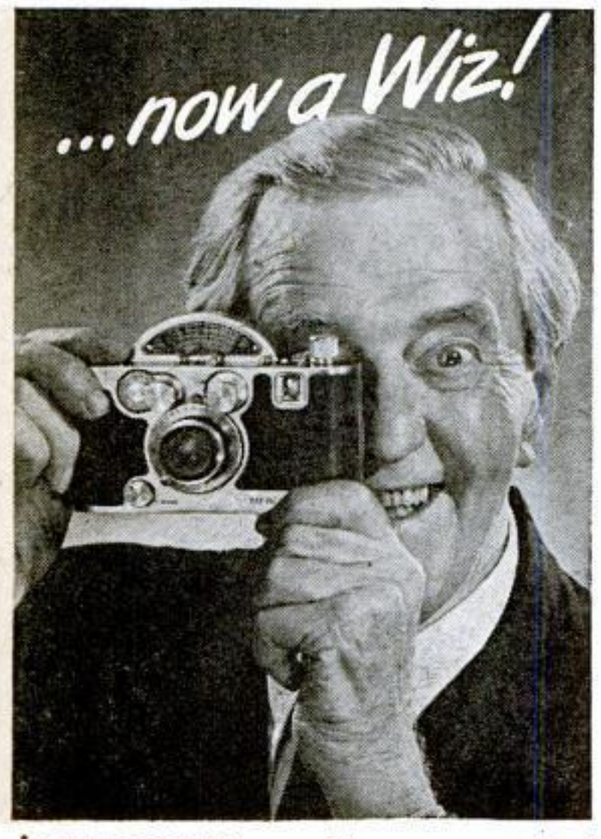
EXECUTIVE AMERICA'S TOP CIGAR

Golden Wedding, 15c • Chico, 15c • Queens, 18c • Fancy Tales, 24c • Directors, 35c

ADV. BY N. W. AYER

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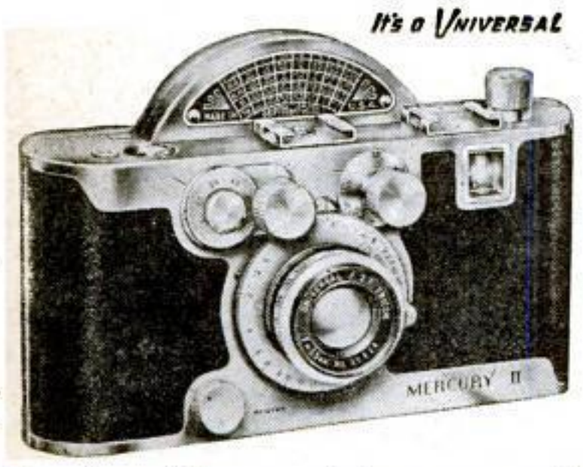




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LETTERS TO THE EDITORS

CONTINUED

THE AMERICAN WOMAN

Sirs:

A rousing cheer for your direct statement (LIFE, Oct. 21) of the American woman's politico-domestic problem. . . .

One may stubbornly compromise with the exhaustingly high housekeeping and fashion standards imposed by our arch enemy, the women's magazines, or one may with mutinous glint require a mate to prepare for himself one meal the second Tuesday of every month, but it takes exceptional know-how to eliminate the last month and a half of pregnancy, the preschool diaper and the I-hope-I-can-prevent-them-from-killing-themselves stage.

Might one include in the marriage contract the usual domestic servant's requisite of one day off a week? Give me that and I'll gladly soapbox for women's more active political participation.

BETH BURDETT

Ogden, Utah

Sirs:

Notwithstanding the fact that the American woman does not command the respect of her husband, I do believe she concedes this to be a man's world—and his business to run it.

The polls bear this out as does the *Fortune* survey, which maintains that one fourth of the female population in the U.S. would rather be men. . . .

REIDAR ILDSTAD

Philadelphia, Pa.

Sirs:

Come now, LIFE! On me the well-being, the happiness of my family depend; I've got the most demanding, exacting, stimulating, rewarding job there is, and yet you refer to my "subservient social role." I love my job—if the life of this wife and mother were any fuller it would burst at the seams.

As for political thinking, I can do that over the dishes or mending. . . .

Subservient indeed! I'm queen of my own little home circle and so is every other real American homemaker.

BERNICE K. LIEBLER

Buffalo, N.Y.

GERMANY

Sirs:

Even though most Americans will agree with the international aspects of Reinhold Niebuhr's report (LIFE, Oct. 21), he strikes another blow at the freedom and economic progress of the people of Europe. He argues that "free enterprise is a luxury which Europe cannot afford" and that only the political forces left of American liberal thought can save freedom.

Surely this is a complete misreading of history. Under free enterprise there is a division of economic power, the opposite of totalitarianism, which has never been attained under any other system. Only when free enterprise ceases being free and becomes cartelized and monopolistic can there be undue concentration of power. The so-called failure of free enterprise in Europe was largely a failure of government to adopt anticombination and tariff policies designed to keep enterprise free. . . .

EMERSON P. SCHMIDT

Washington, D.C.

Sirs:

. . . I question Mr. Niebuhr's conclusions. I challenge the course of action he prescribes. If he believes

CONTINUED ON PAGE 24



ME A BLOND! . . . and that fortune-teller had the nerve to tell my wife that a tall, dark and handsome man would soon brighten her future. Sue got a great kick out of it, and she didn't let me forget it all the way home.

Not that I believe in fortune-telling, but just the same, it started me thinking. I'd done well by Sue as far as the present was concerned . . . a home . . . a car . . . and plenty of other comforts. But I'll admit I hadn't thought too much about the future. While Sue was kidding me, I realized that no fortune-teller could see into our future . . . but I could! And I wasn't exactly pleased with what I saw. Because that future was far from bright!

So next morning I called in a Mutual Life representative to discuss the whole problem. He told me about their "Insured Income" Service. . . . The modern way to team up Social Security benefits with life insurance. He showed me how it would provide the kind of a dependable future I want, by guaranteeing Sue the comfort and security she deserves . . . and also by paying us both a substantial retirement income when I reach 65. Man! . . . was I sold on that idea.

Why not let the Mutual Life Representative in your vicinity show you how our "Insured Income" Service can help you . . . without cost or obligation.

FREE *Social Security* HELPS

Do you know what Social Security means to you, in dollars and cents? Mail coupon today for easy-to-read booklet showing how to calculate your future benefits from Social Security. Included is a convenient File for official records you will need later to avoid costly delay in collecting your Social Security benefits.



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Insured Income

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U.S. ROYAL *Air Ride*

America's First Post-War Premium Tire

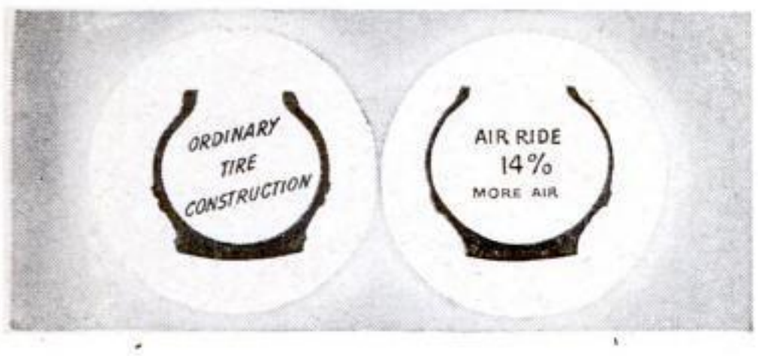
UNITED STATES

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MORE AIR — MORE COMFORT

BETTER CAR CONTROL

The new U.S. Royal Air Ride is an important new development in premium tire design. It brings you an entirely new kind of tire performance.







MORE AIR—MORE COMFORT

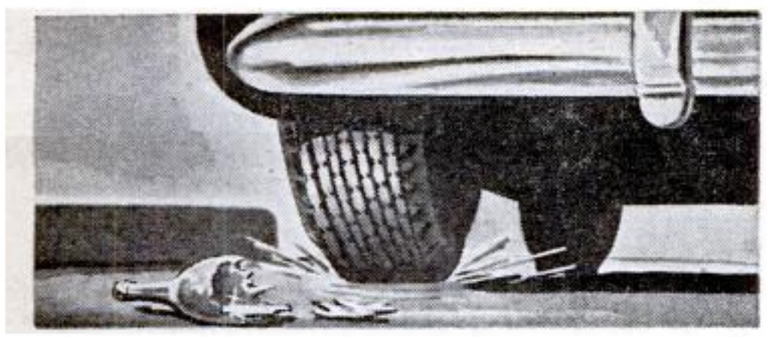
The great new U. S. Royal Air Ride brings you *riding comfort* you've never known before. It cradles your car on dramatically *bigger, softer cushions of air* . . . smooths every mile . . . gives you all the advantages of tremendously increased *air volume* at far lower *air pressure.*

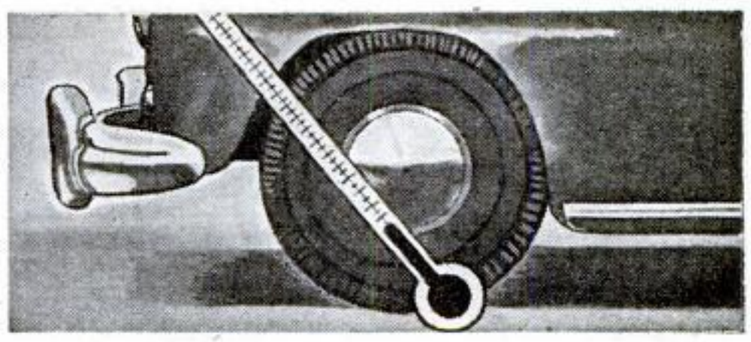
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The Air Ride represents a wholly new concept of tire engineering . . . brings you a whole new understanding of driving ease and security. Its narrow, fleet-footed U. S. Royal tread responds to your slightest touch on the wheel—holds tight to the road on curves or straightaways.

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The U. S. Royal Air Ride is a magnificently *balanced* tire—engineered to bring you a new kind of driving confidence—a new sense of sure, dependable *control* of your car. Tread and body are perfectly matched for smooth running and light, effortless handling.







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The U. S. Royal Air Ride stops *fast*—thanks to its famous U. S. Royal Brake Action Tread. On wet roads or dry, thousands of braking surfaces *wipe away road film* . . . grip hard on the pavement for swift, straight stops.

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Laboratory and road tests prove that the U. S. Royal Air Ride runs *10° to 15°* cooler in day-to-day service. The unique Air Ride design does away with heat-building "lazy rubber"—gives you far greater protection against dangerous blowouts.

MORE MILES—SAFER DRIVING

U. S. Royal Air Rides are built to deliver thousands of *extra* miles of safe, dependable service. See this great new tire *today* at your U. S. Tire Dealer's—plan now for a full set of U. S. Royal Air Rides on *your* car!

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Can't help but curve. Can't help but look stem-lithe.

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stretch, the all nylon lightness, the reinforced yoke,

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MUNSINGWEAR *Foundettes*

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LETTERS TO THE EDITORS

CONTINUED

Russia will never be satisfied with whatever her current boundaries may be, why doesn't he call for war—immediate war—to destroy Russian Communism?

However, if we are not absolutely convinced that Russian aggression will be perpetual, if we believe there is a possibility that Russian policies are dictated by a desire for security, if we want to make a really sincere attempt to avoid war, then the foreign policy of Secretary Byrnes must be scrapped. If war is inevitable it makes little difference what foreign policy we pursue. And, if war is not inevitable, then the Byrnes policy of increasing international tension, suspicion and mistrust will make a war inevitable.

Briefly, either we should fight an inevitable war now or we should alter our foreign policy in order to avoid making war inevitable.

LEO NEWMAN

Springfield, Mass.

Sirs:

Congratulations are in order to LIFE and Reinhold Niebuhr for the most discerning article on the fight for Germany.

Obviously an intelligent policy is required in the administration of this nation, if prosperity is to come to the continent of Europe, but the offensive spectacle of the Western Allies and the muzhiks contending for German popular esteem is repugnant to all decent and self-respecting Americans.

PHILIP J. FARWELL

Detroit, Mich.

MONSTERS OF VALAIS

Sirs:

LIFE reports "The Monsters of Valais" in its Oct. 21 issue. Apparently panthers have a preference for roaming the Swiss mountains. In 1935 the panther of the Zürich Zoo got loose. The police were looking for the beast high and low and newspapers printed warnings, but it all was of no avail—the panther was not found. Several months later a peasant came to a small village near Zürich with the skin of the panther. He brought it to the local tailor and wanted a cap made of it. Upon being questioned it came out that the panther appeared near his house, he shot it, the family ate it and some of the skin was saved for the cap to be made. The peasant and his family never found anything unusual in the appearance of the panther and they told officials that the meat had been quite tasty.

K. E. WOLFF

Hollywood, Calif.

EISENSTAEDT

Sirs:

Regarding the picture of the blindfolded Photographer Eisenstaedt on his way to the gamblers' secret hideout (LIFE, Oct. 21), who took the picture? Was it taken by a blindfolded friend? Or did gamblers snap it and innocently give it to Eisenstaedt?

R. G. STAFFORD

Danville, Ill.

● One of the gamblers, fascinated by Eisenstaedt's equipment, borrowed the camera and took the picture on the way back from the hideout. Says Eisenstaedt, "You can see I did not take it. It is out of focus."—ED.



In early spring, Iroquois Indians gathered at their council house in ceremonial thanksgiving for the gift of the sugar maple tree.

Treat yourself to real maple sugar flavor

Probably the earliest of early American treats, maple syrup was first made by the Indians. But their crude, primitive methods could not produce the smooth and uniform maple sugar flavor that *you* can enjoy today.

In our Vermont Maid Syrup, we capture real maple sugar flavor by selecting a maple sugar with a rich, full flavor.

Then we blend the maple sugar with cane and other sugars. This makes the maple flavor uniformly rich and delicious.

Penick & Ford, Ltd., Inc.,
Burlington, Vermont



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CONTENTS

THE WEEK'S EVENTS

THE ROAD BACK TO BERLIN 29
EDITORIAL: "OUR GERMANS" 34
LEGISLATOR STARTS SIT-DOWN STRIKE 35
MOSLEMS STONE NEHRU 36
INDIANA GIRL SKATES ON TOES 38
BRITISH RABBITS WALK ON TWO FEET 39
A MOUNTBATTEN MARRIES 40
FRENCH SCULPTOR BUILDS NEW CAR 42
PEOPLE 45
VIENNA CATHEDRAL RISES AGAIN 51

ARTICLE

THE ATOMIC STAKES by JOHN K. JESSUP 77

CLOSE-UP

LINDSAY & CROUSE by LINCOLN BARNETT 116

PHOTOGRAPHIC ESSAY

BIG STEEL'S MEN 107

RADIO

NEW TRICKS FOR AN OLD DOG 57

TRANSPORTATION

TRUCK ROADEO 65

MODERN LIVING

AMATEUR MODELS 70

MOVIES

ELISOFON IN HOLLYWOOD 85
"THE CHASE" 137

SPORTS

CHEROKEE STICKBALL 90

BOOKS

GERTRUDE ATHERTON WRITES HER 56TH BOOK 95

EDUCATION

ARMY SCHOOL FOR THE BLIND 101

SCIENCE

ROCHELLE SALT CRYSTALS 131

OTHER DEPARTMENTS

LIFE'S REPORTS: LOP FOR PRESIDENT by BERNARD FRIZELL 2
SPEAKING OF PICTURES: NOGUCHI MAKES WEIRD SCULPTURES 12
LETTERS TO THE EDITORS 16
LIFE CALLS ON A KING FOR A DAY 142
LIFE'S MISCELLANY: HANDBAG EQUIPMENT 146

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LIFE'S PICTURES

Henry G. Walker, 27, photographed both Truck Roadeo (*pp. 65–68*) and King for a Day (*pp. 142–145*). A former photographer for the San Francisco *Examiner*, he joined the Marine Corps in May 1942 and served as an enlisted cameraman in the battles of Saipan and Tinian. Discharged a year ago, he has covered such stories as 710-pound youth (LIFE, Oct. 7). Unmarried, Walker spends most of his spare time playing tennis and chess.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (*left to right, top to bottom*) and line by line (*lines separated by dashes*) unless otherwise specified.

COVER—PETER STACKPOLE
2—RALPH MORSE
6—DAVID E. SCHERMAN
8—RALPH MORSE
12, 13, 15—ELIOT ELISOFON
18—CARTOON BY CHARLES E. MARTIN
27—WALLACE KIRKLAND
29 THROUGH 33—WALTER SANDERS
35—YALE JOEL
36, 37—A.P.
38—YALE JOEL
39—GEORGE RODGER
40, 41—GEORGE RODGER EXC. T. LT. A.P.
42—ROBERT DOISNEAU
45—A.P.
46, 47—ACME, A.P.—INT., N.Y. DAILY NEWS
48—A.P.—BAITY RIGG, KANSAS CITY STAR
51, 52, 54—N. R. FARBMAN
57, 58, 60—HARVEY WEBER FROM G.H.
65, 66—H. G. WALKER
68—H. G. WALKER EXC. BOT. THOMAS D. McAVOY
70, 71, 72—PETER STACKPOLE
77—CORNELL CAPA—DRAWINGS BY MATT GREENE
85, 86, 87, 88—ELIOT ELISOFON
90, 91—JOHN G. HEMMER EXC. T. RT. LOOMIS DEAN
92—LOOMIS DEAN EXC. BOT. JOHN G. HEMMER
95—T. N. R. FARBMAN
96, 97—N. R. FARBMAN
98—BROWN BROTHERS—INT.
101—SAM SHERE
102—SAM SHERE EXC. BOT. ERIC SCHAAL
104—SAM SHERE
107 THROUGH 113—JERRY COOKE FROM PIX
114, 115—DRUCKER-HILBERT PHOTO
116, 117—ALL DRAWINGS BY ALBERT HIRSCHFELD REPRINTED FROM THE NEW YORK TIMES
120, 125—EILEEN DARBY FROM G.H.
128—BERNARD HOFFMAN
131, 132, 134, 135—BERNARD HOFFMAN
137—UNITED ARTISTS—PETER STACKPOLE
138, 141—UNITED ARTISTS
142, 143, 144, 145—H. G. WALKER
146, 147, 148—GEORGE KARGER FROM PIX

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LIFE

Vol. 21, No. 20 November 11, 1946



WALTER SANDERS' STANDS BEFORE THE GHOSTLY RUINS OF THE HALLWAY OF NO. 6 KLUCKSTRASSE, THE HOUSE IN WHICH HE LIVED IN BERLIN 10 YEARS AGO

THE ROAD BACK TO BERLIN

A LIFE photographer returns to a home and friends shattered by war

For Walter Sanders "The Road Back" led to Berlin. Ten years ago, just as he had arrived in the midst of a flourishing career as a photographer, Sanders had been forced to leave the Nazi German capital, hounded by the SS newspaper, *Das Schwarze Korps*, for his "non-Aryan" activity. In the U.S. Walter Sanders became a photographer for LIFE. Recently he was assigned to go back to Berlin, to his old home, friends and the places where, as a young man, he had enjoyed the life of what was once one of the great cities of the world.

What he found is shown in his pictures on these pages. The walls of his old home, No. 6 Kluckstrasse, now in the British sector of occupied Berlin, were a blackened shell of ruins from RAF raids and artillery fire. Sanders tried to enter the house (*above*). "I could not go in," he wrote. "Huge piles of rubble blocked the way. But through shell-holes and empty windows I could see what was once my living room. A twisted radiator was still hanging under one window."

Sanders turned about and walked down his street. He looked in at the house next door. There he found a haggard old woman scrubbing on a washboard. It was an old friend. She looked up at Sanders and, as if she were seeing a ghost, said, "My God, I don't believe it! So you have come back!"

But as he walked through the unhappy city, more changed than he had ever imagined it could be, Sanders realized that, for him, there was no road back. For him Berlin had become the ghost of a city populated by the shadow of a people.

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THE DOORWAY of Sanders' home was chalked with the names and addresses that told him the present whereabouts of his former wife, "Rössger." Woman is a prewar neighbor, who said "Nobody lives here any more."



THE LINKS, FORMER NEIGHBORS, WERE BOMBED OUT

FORMER FRIENDS PICK UP PIECES OF THEIR LIVES

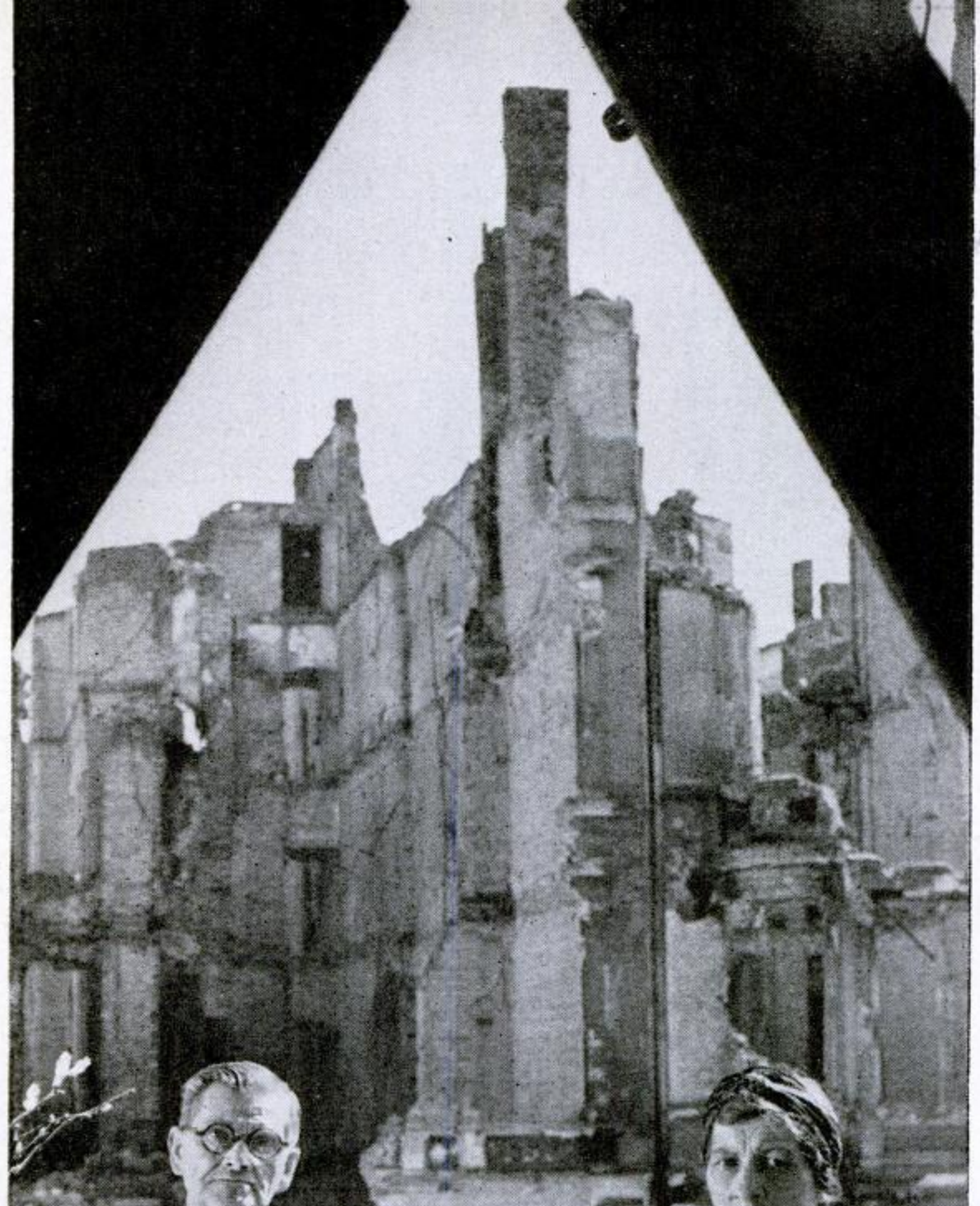
In the ruins of Kluckstrasse, where he had lived, Sanders searched for clues to lead him to the whereabouts of his former family and friends. A cryptic message chalked on a wall (*left*) gave him the new family address. By asking passers-by and studying directions on posters and walls, he was finally able to track down some of his old associates. He found them trying to put together the broken pieces of their lives. All were living in cramped quarters, and a wan loneliness now filled their days.

Eva Adam (*opposite page*), once the carefree owner of a successful cafe, now found herself without her husband, who was killed in the war, or her cafe, which was demolished in a raid. His old family doctor, Albert Grüneberg (*bottom, right*) would ordinarily have retired, but was now practicing at 73 "in the hope my work will hold me together."

It was Adolf Seiler (*bottom, right*) who 10 years ago helped Sanders leave Germany. Now Seiler, a middle-aged white-collar worker, was in need. He described himself as a member of Germany's new "Lost Generation." In 1938 Goebbels had forced him to liquidate his picture agency because of his anti-Nazi record. He had "lost" five years sitting at a desk as a noncom during the war. Bombings had destroyed his private files. Now, at 44, he is living on savings, hoping that before he is forced to work as a day laborer "something will turn up."

Sanders found some people anxious to work at hard labor so that they might get higher daily food rations while others preferred for the time being to idle in the sun, trying to make up their minds what to do. Even a year and a half after Berlin had fallen, its people spend most of their time scrounging for food and clothes and eternally studying the bulletin boards which advertise things to buy, sell and barter.

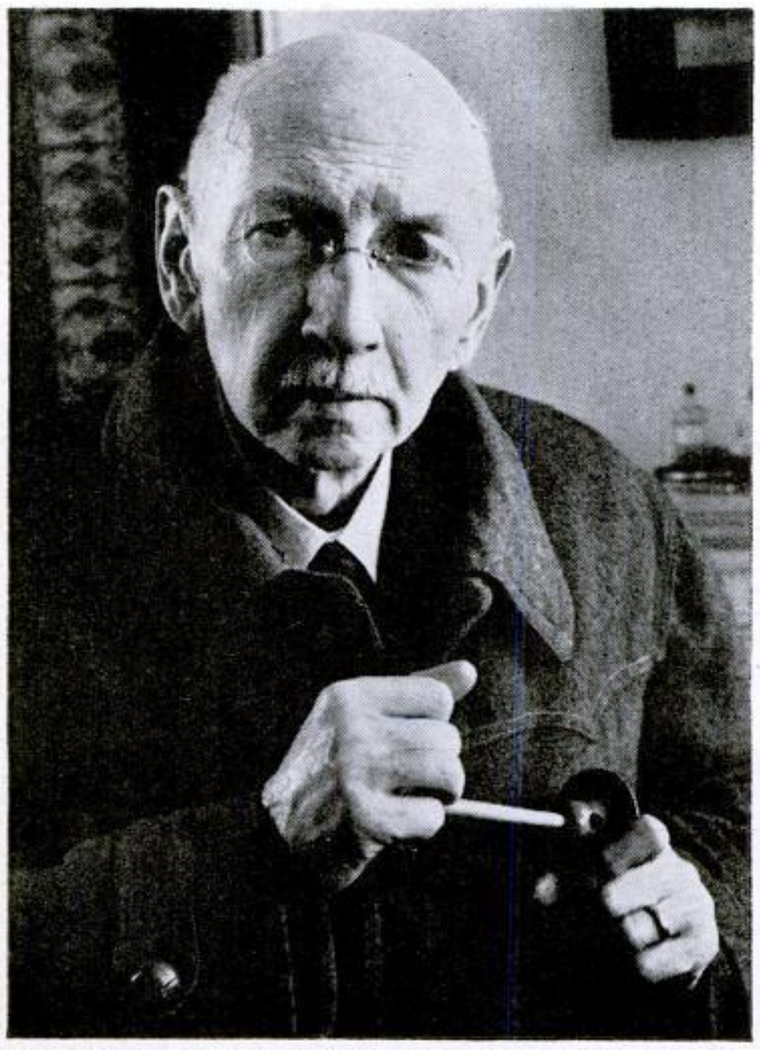
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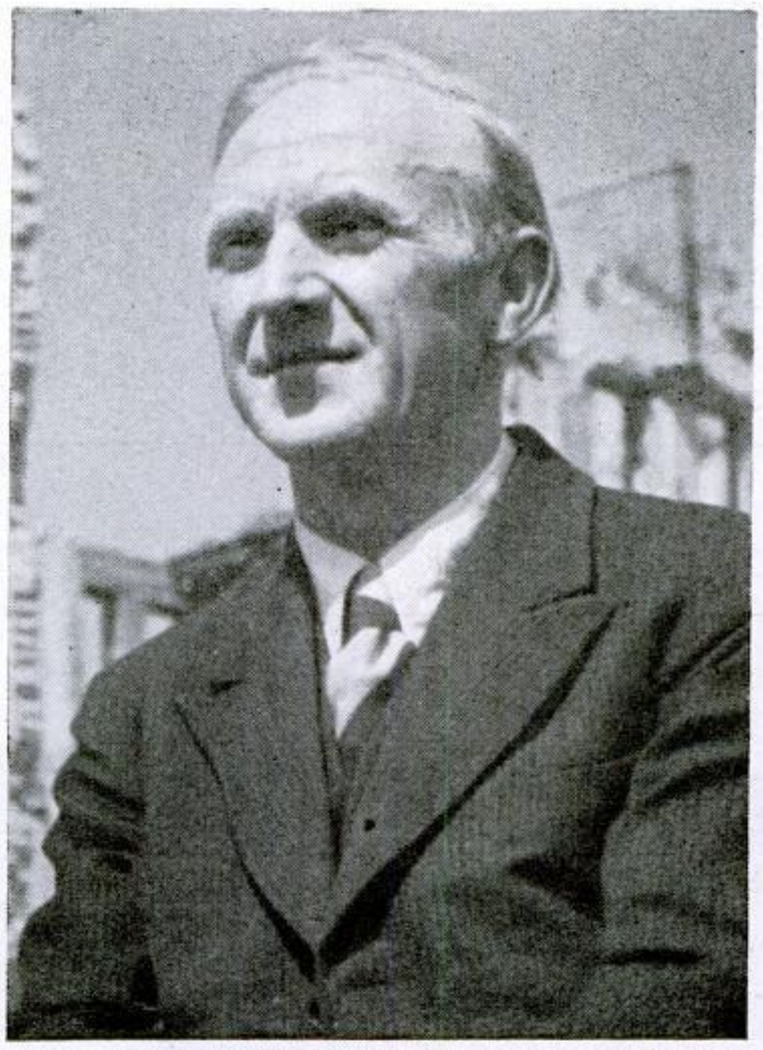
HIS JANITOR, August Tuerk, and wife Martha are now living next door. Sanders says he was a Nazi who spied on tenants and refused to talk to anyone except "full Aryans."



HIS FRIEND, Frau Eva Adam, who had been a gay Berlin cafe owner before the war, now is a widow who lives in a one-room basement apartment with Jim, her terrier.



HIS DOCTOR, Albert Grüneberg, was in Battle of Berlin, uses a wooden stethoscope as metal is not available.



HIS COMPANION, Adolf Seiler, who helped Sanders leave Germany in May 1936, is an unemployed veteran.



HIS BOSS, Hans Reuter, who gave him a start, now edits the largest new weekly picture magazine in Berlin.

CONTINUED ON NEXT PAGE

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GERMAN CHILD REMEMBERS WHAT AIR RAIDS WERE LIKE

The people in Berlin did not like to talk to Sanders about the war years because, from fear or shame, they did not want to remember what had happened. But for Manfred Lehmann, who is 12 years old and lives with his widowed mother on the same street where Sanders once lived, the hundreds of Allied air raids on Berlin were beyond forgetting. When Sanders asked him what the raids were like, Manfred responded almost instinctively by using his hands and face to describe how he had reacted to the raids.



"FIRST I SAW THEM OVER THE ROOF TOPS . . ."



"THE BOMBERS CAME IN OVER THE CITY REAL HIGH"



"IT LOOKED AS IF THERE WERE THOUSANDS . . ."



"THEN THEY STARTED TO COME DOWN LOWER . . ."



"THE SMALL PLANES WERE ZOOMING ALL OVER . . ."



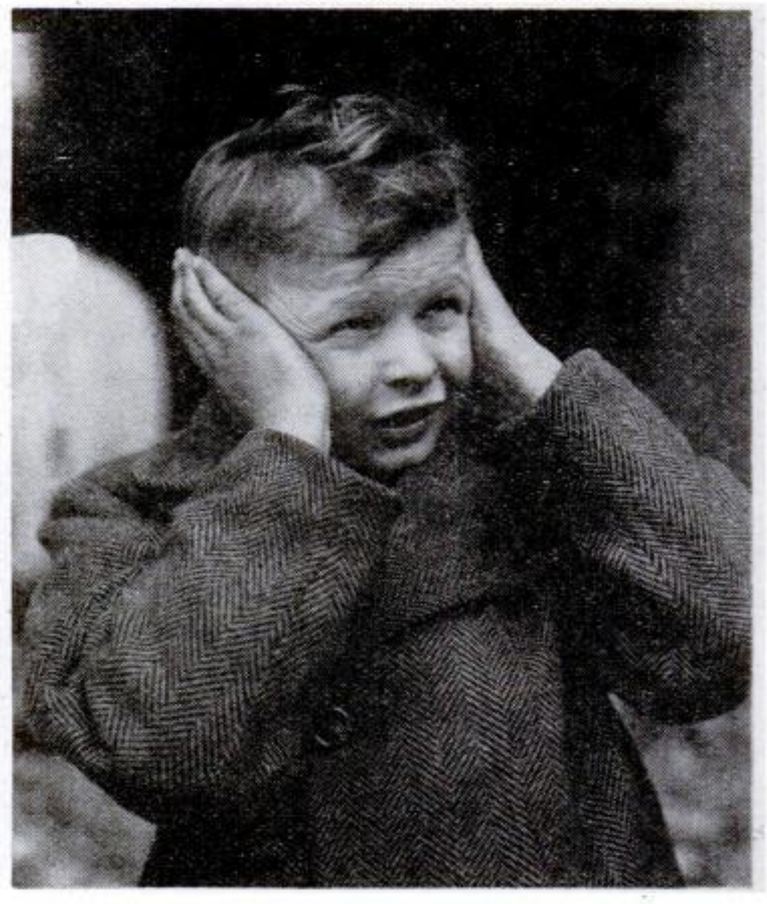
"THE GROUND SHOOK . . . I RAN TO THE CELLAR."



"THE PLASTER IN THE HOUSE STARTED FALLING"



"BOMBS FELL . . . BRRUMM, BRRUMM BRRRUMMM . . ."



"THEN I GOT SCARED . . ."

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A PRETTY FRAULEIN SITS IN THE AFTERNOON SUN AT THE UNDAMAGED AND FAMOUS CAFE WIEN ON THE KURFÜRSTENDAMM, FORMERLY FASHIONABLE THOROUGHFARE

THE CAFE WIEN IS ONE OF FEW FUN SPOTS LEFT

To Sanders, Frederich's place, where he would go to have a beer, was recognizable only by its sign. Lützow Square, where on Sundays he sat under the trees, "was a dead center of devastation." The buildings by Potsdam Square, which is the Times Square of Berlin, were ashes. One of the few places Sanders found undestroyed was the Cafe Wien, where he used to drink 10 years ago. Now he found Germans of all ages jamming this oasis, trying to enjoy the sun and the weak drinks which are all the cafe can offer.

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EDITORIAL

"OUR GERMANS"

THEIR PACE-SETTING PROGRESS TOWARD DEMOCRACY IS A CREDIT TO U.S. MILITARY GOVERNMENT

Among the 31 questions which Stalin answered for Hugh Baillie of the United Press last week was one to this effect: Is Germany developing politically along democratic lines? Said Stalin, "I am not sure of it for the time being." No doubt he was thinking of the recent Berlin municipal elections, in which the Communist-led Socialist Unity Party took a terrible drubbing. Surely he was not thinking of the American zone of Germany. For although few Americans seem to realize it, German political democracy has made an extraordinary comeback in our zone since occupation began. It is one of the few genuine success stories of the postwar.

This is not to say that U.S. occupation policies have been uniformly wise and just—far from it. No policy based on the compromises of Potsdam and the four-zone division of Germany could be that. We have been especially laggard in giving the Germans a decent living standard and some economic basis for hope. But one of the purposes of our occupation, as defined at Potsdam, was to restore democracy in Germany. General Clay and his staff took this mandate seriously. Within rather precise limits of the Western meaning of that term, it can now be recorded that we are succeeding.

January Plunge

Credit for our democratization program goes in the firs instance to General Clay. He it was who decided, against the advice of experts both American and German, to push ahead and schedule the first German elections for as early as last January. His idea was that the ballot itself is the best educator in democracy, and that the way to learn to swim is to jump in the water, however cold. So the Germans, dressed in their Sunday best, flocked to the polls and voted for town and township officers. One lieutenant said the queue looked like "a nylon sale at home." In the first honest election they had known for 13 years the Germans showed they had not forgotten how to exercise a franchise.

This was the first of a series of planned elections. Next came the election of county managers; after that the big city elections; then for delegates to state constitutional assemblies. These assemblies, after four months' work, have just completed their job of writing new constitutions for Bavaria, Hesse, and Württemberg-Baden, the three states comprising our zone. When these constitutions are voted on a few weeks hence, and state legislatures are elected, every level of civil government within our zone will be popularly chosen.

All our elections have gone off happily, with a much bigger turnout (70 to 80% of those eligible) than is usual in America. Political parties have emerged, the strongest being the Christian Democratic or Social Union and the old Social Democratic Party, with the Communists trailing. "Our Germans" (as M. G. calls them, to distinguish them from "British Germans" etc.) are traditionally a conservative lot. Twelve years of Nazism had dulled but not killed their memory of democratic procedures, and they have taken to politicking, including oratory, posters and sound trucks, with skill and zeal.

What they have learned politically from Hitler and defeat may be discerned in the new state constitutions. These are carefully drawn charters of parliamentary democracy in the Weimar Republic tradition, but with several new safeguards which that ill-starred document lacked. These safeguards would make it impossible for a dictator to take power legally (as Hitler did) by constitutional means. They include new guarantees for the rights of man and special constitutional courts which are intended to limit the parliamentary power.

Although these constitutions (like all proposed laws in our zone) had to be approved by General Clay, they were in no sense dictated by Military Government. In this as in other tasks the Germans have been thinking and deciding for themselves. To set a moral climate in which Germans would want to decide for themselves, and would take responsibility for their own political future, was the greatest political challenge our Military Government faced. Under Clay, the man most responsible for setting this climate, was a mild-looking Midwestern political scientist named James Kerr Pollock. Until he returned to teaching at Ann Arbor this fall, he was Clay's political adviser and the "coordinator" of German civil government.

Dr. Pollock's "coordination" was done chiefly through the Länderrat, or council of states. The Länderrat has no governmental machinery of its own, that being in the hands of the Bavarian, Hessian and Württemberg-Baden state administrations. But the three state minister presidents who form the Länderrat (their names are Högner, Geiler and Maier) have set an example of responsible self-confidence which influenced the political atmosphere all down the line. When they first met in Stuttgart last fall, Pollock had to introduce the minister presidents to each other. Then they were told to organize in their own way. After some floundering and looking over their shoulders, they got the idea that they were expected to act and make decisions as free men. Gradually they have taken responsibility for the entire civil administration.

The Hard-working Länderrat

On food, for example, Military Government sets the ration, but it is the Länderrat that works out all details of distribution. Similarly with price-control enforcement, the resettlement of expellees and other nasty problems. It was the Länderrat that worked out the plan by which 500,000 tons of captured German ammunition, otherwise destined for dumping in the North Sea, was deactivated by Army engineers and turned into the raw material for steel, fertilizer and plastics. This not only helped relieve the Germans' own acute material shortage but saved U.S. taxpayers a lot of money.

The Länderrat runs the rail, postal and communications systems. When U.S. citizens sought to mail relief packages to individual Germans and the Army said they couldn't be handled, a voluntary relief committee of the Länderrat organized a system by which they could be handled, and now are. The Länderrat wrote the basic press licensing law which satisfied General McClure and the land reform law which satisfied General Clay. The Länderrat wrote the law and set up the hundreds of tribunals which, since last summer, have been running the whole denazification program in our zone. If anything, the Germans are stricter and certainly more discriminating denazifiers than we were before we gave them the job.

It is sometimes said that in turning over so much authority to Germans, we have lost control of our zone. But Military Government retains a general control; the Germans are just doing the work. That is why we can get along with less than 7,000 Military Government officials in Germany, while the British (who have been much slower to delegate responsibility) have 26,000. As the two zones are merged, it is the British who are now trying to bring their political methods into conformity with ours—*not* (for once) the other way around.

And Now What?

Whether the German people have been "permanently democratized" or not, only time can tell. Democracy never thrives on starvation, nor do bayonets, military police and a rather rough counterintelligence provide the ideal environment for its growth. But if Germany is unified economically and given a chance at normal living standards, there is every reason to suppose that "our Germans" will continue in the paths we have pointed out. When the other zones have done as well as ours, and if the Council on Foreign Ministers can agree on a treaty for Germany, that unhappy country will be ready for another try at democratic nationhood.

Stalin told Baillie he favors the political as well as the economic unity of Germany. So maybe the Foreign Ministers will agree on terms for that unification and on the security measures which will make it a safe as well as a logical next step. All this will not happen overnight. The old quarrel between us and Russia over the definition of democracy will come to the fore once more. But we will have this assurance on our side: we know that Western-style democracy is firmly planted in Hesse, Bavaria and Württemberg-Baden, and that their state governments and constitutions will fit well into a federated, decentralized Germany, instead of a nation in thrall to Berlin.

The moral? Nothing much, except that Americans are not always doomed to blunder and fail when they go abroad. On this score General Clay, Professor Pollock and their MG associates knew their business, they knew what they wanted and they worked hard and intelligently for over a year to get it. They didn't lose their heads when the ill-informed threw bricks at them, and they didn't lose their faith that it could be done. Now they can take a bow.

PICTURE OF THE WEEK: ➡

Thomas Supina Jr., a Connecticut state representative, passionately believes that his state should give veterans a bonus. On Oct. 23 Supina climaxed his campaign for a special bonus session of the legislature by a sit-down strike in the empty legislative chamber at Hartford. Comforted by an electric heater, a radio and meals sent in by friends, he said he would stay there until Election Day. At week's end he was still there, no special session had been called and Supina had lost eight days from his job as a Fuller Brush salesman.

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A DETERMINED ADVOCATE OF VETERANS' BONUS LEGISLATION
SETTLES DOWN FOR LONG, LONE STAY IN CONNECTICUT CAPITOL

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TRIBESMEN HURL STONES AT NEHRU'S CONVOY FROM EMBANKMENT NEAR LANDI KOTAL FORT IN KHYBER PASS. NOTE MOSLEM WITH RIFLE IN BACKGROUND AT RIGHT.

MOSLEMS STONE NEHRU

Fanatical tribesmen on India's Northwest Frontier give the leader of the Hindus a rocky reception

Three weeks ago Pandit ("The Learned") Nehru, the political leader of India's Hindu majority, toured the Northwest Frontier provinces, the mountainous stronghold of 2,800,000 armed, violently independent Moslem tribesmen. Nehru's tour was part of his campaign to bring the Moslem League, which claims to represent all of India's 94,000,000 Mohammedans, into the new government, and join in the task of writing the first constitution for a free and independent India.

Despite protection from British gun carriers and troops, Nehru's welcome was violent. In six days he was attacked four times by armed Moslems. Arriving



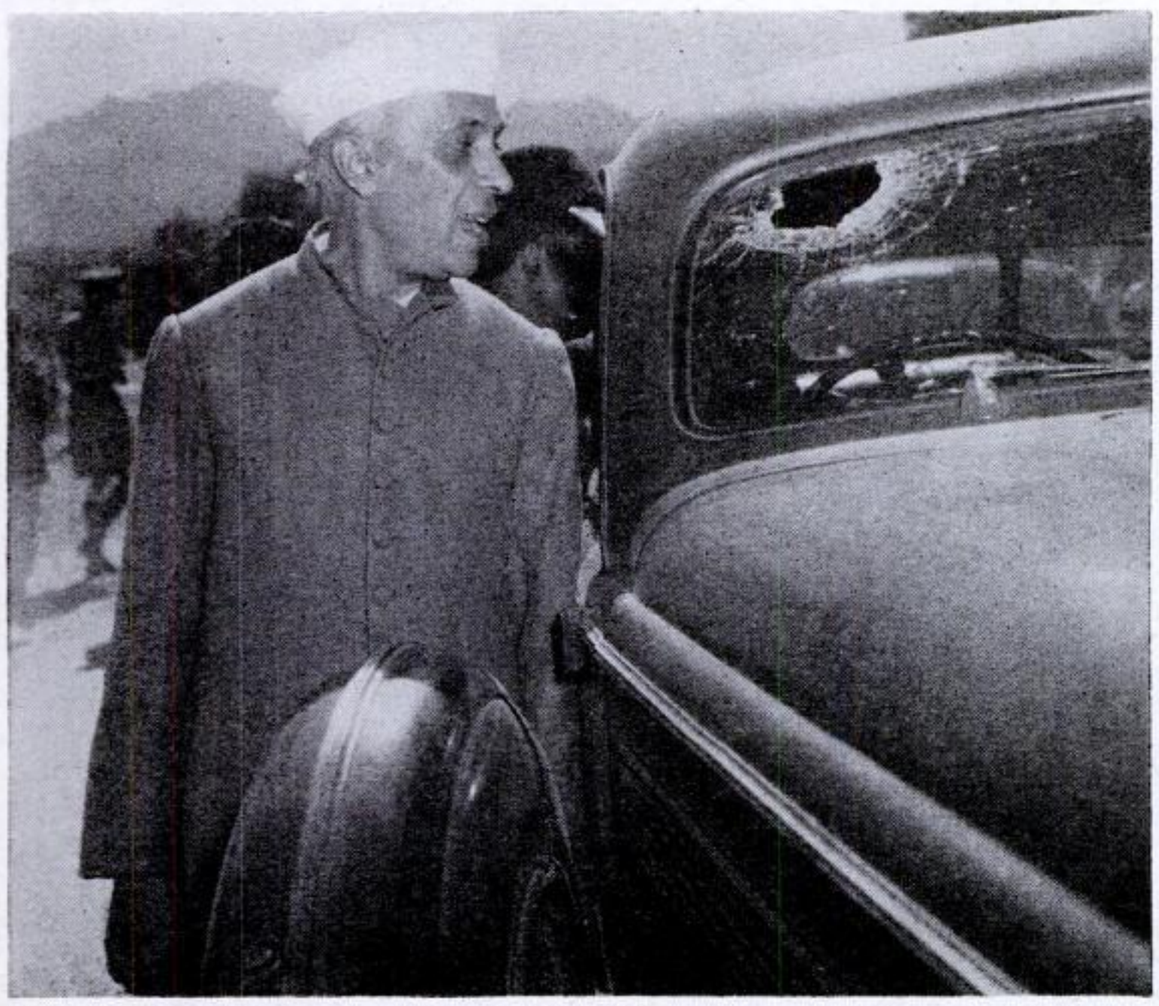
ROUTE IS GUARDED by troops of the Khyber Rifles regiment who have just driven off some tribesmen with rifle fire. The troops are now crouched in a cut by the side of the road (*right*) to protect Nehru in case the frontiersmen return when Nehru resumes journey. The day before, a stone tossed by a Moslem pierced the windshield of his Buick.

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INDIAN TROOPS PROTECTING NEHRU FIRED SHOTS TO DISPERSE DEMONSTRATORS

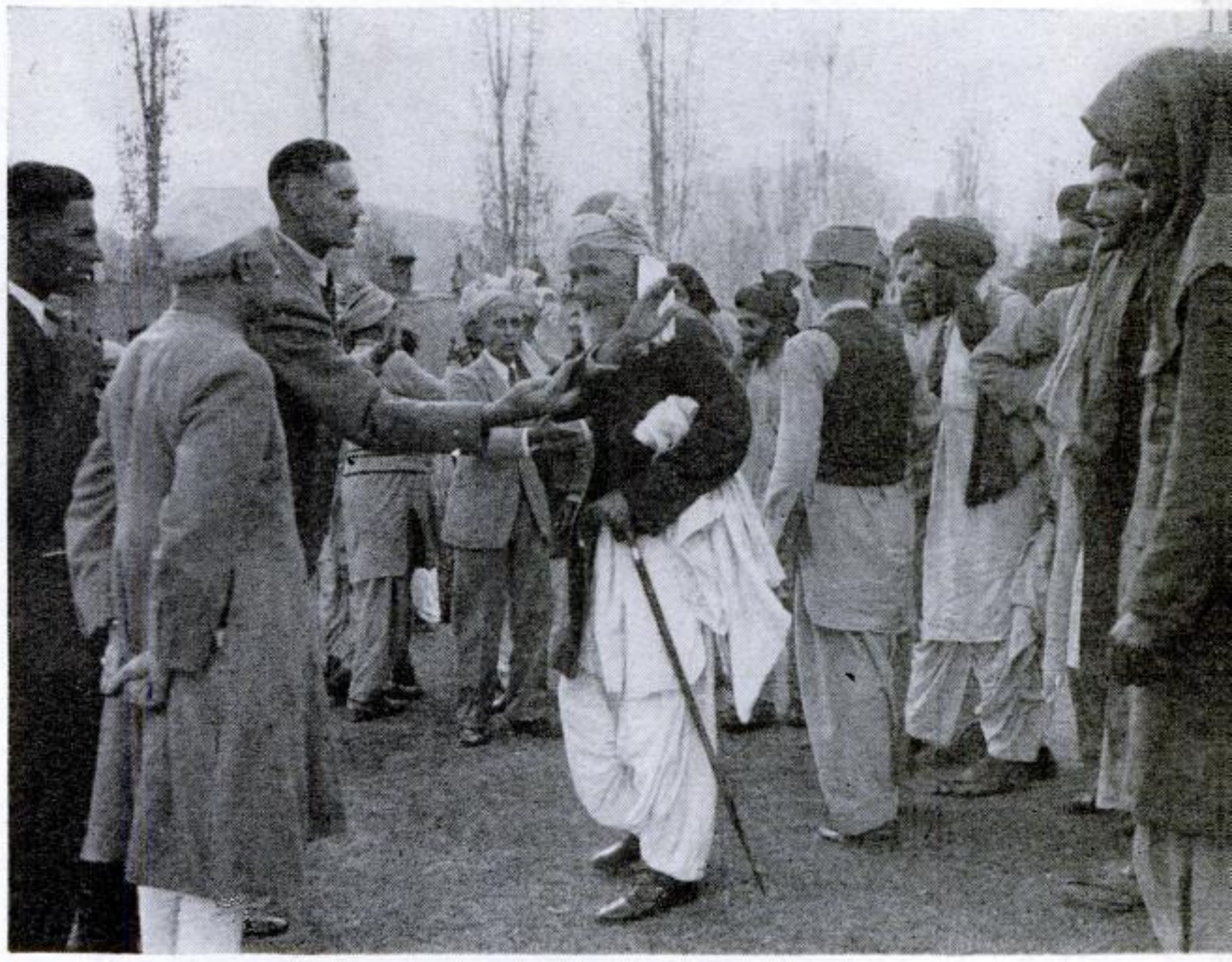
at Peshawar airport, he had to be spirited away when 5,000 natives appeared with spears and guns. Three days later his car was stoned. Next day troops had to fire hundreds of shots before they drove away tribesmen who were stoning and shooting at Nehru's convoy (*above*). Even when Moslems gathered peacefully to meet Nehru, they walked off when he was in midspeech (*right*). The climax was reached near Malakand Fort when Moslems blocked the road with trucks and, forcing Nehru's party to run a gantlet of bricks and rocks, cut Nehru on the face and neck. But three days after Nehru's rocky tour was over, the Moslem League finally joined the interim government which Nehru heads.



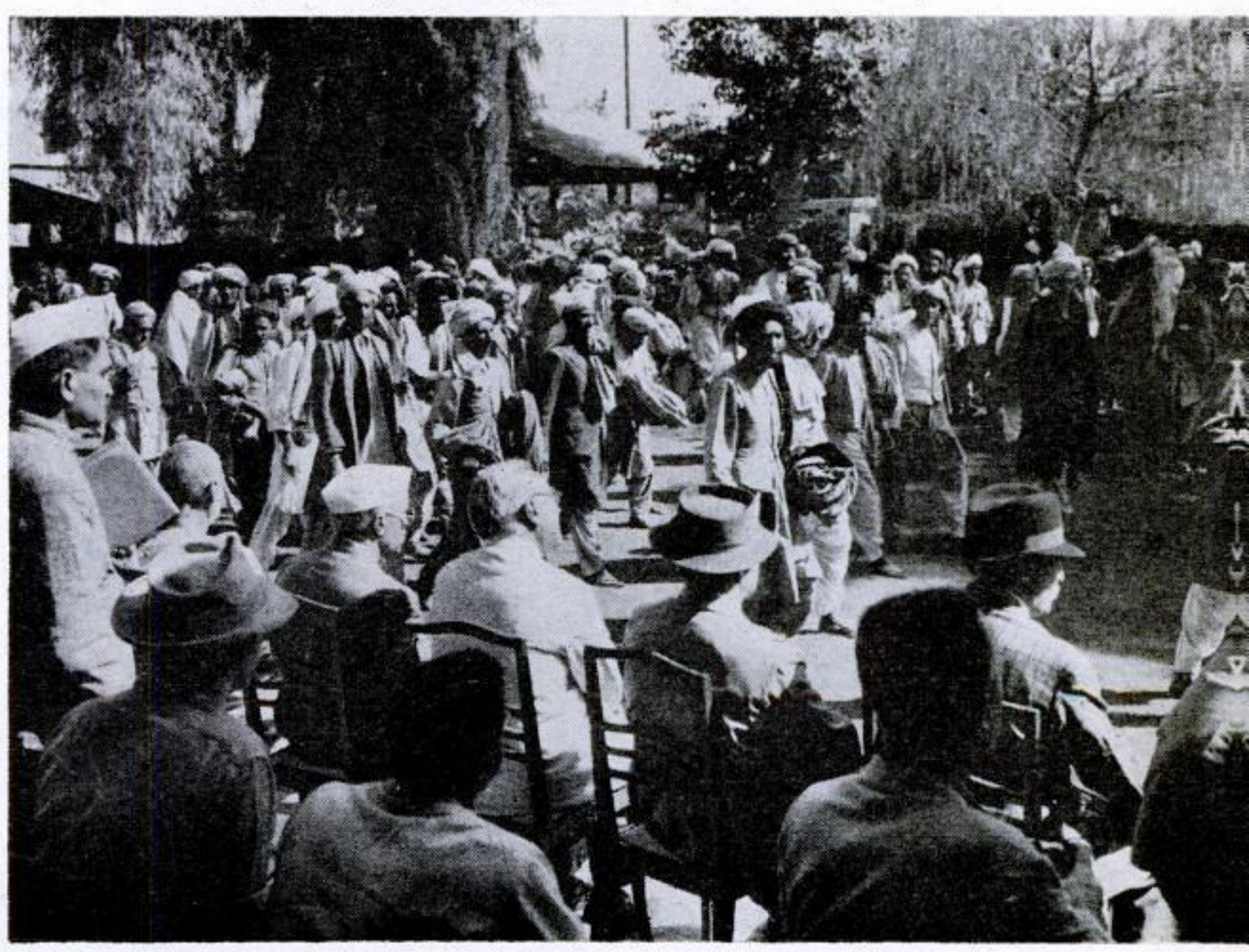
NEHRU EXAMINES HOLE in windshield. He was accompanied on trip, which British warned him against taking, by Khan Abdul Ghaffar, Congress leader of the Northwest.



HOSTILE MALIK TRIBESMEN squat in a wide semicircle and listen glumly as Pandit Nehru (*right*) begins to talk, pointing his finger toward them for added emphasis.



AN ANGRY MALIK ends the conference before Nehru has finished speech by raising his arm at Nehru (*left*). An Englishman steps in to keep the tribesman away from Nehru.



TRIBESMEN WALK OUT as Nehru (*seated, left*) and his party sit by silently. After Nehru had called them "pitiful pensioners," they shouted at him, "Islam is in danger."

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INDIANA SKATER

She wants to travel on her toes

On a broad highway outside Marion, Ind. last week a young girl named Connie Phares pirouetted back and forth on a pair of tiptoe roller skates. Miss Phares, well-practiced in this peculiar type of exercise, teetered about nonchalantly without falling down. To people who wondered why she skated this way, she explained that she liked to. She has been doing it ever since she had a dream 10 years ago in which she swirled across the stage as a great tiptoe dancing star. Next day her father built some special skates for her. At first they tortured her legs and ankles, but now she is almost comfortable. Connie is currently looking for someone to sponsor a tiptoe trip from Marion to New York, or from Atlanta to Miami. She would prefer the latter because Ohio is covered with brick roads, skating on which makes her feet tickle.

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BRITISH RABBITS

They like to walk on two feet

On a table top in Reginald Freeman's butcher shop in Barking outside of London, England, last week two young rabbits named Junior and Mr. Walker padded back and forth on their forefeet before an admiring crowd. Mr. Freeman, used to his rabbits' habits, took a seat in the corner. To people who wondered why the rabbits walked this way, he explained that the rabbits simply liked to. Both have been doing it since they were born. Mr. Walker, the elder rabbit, started right off on his forefeet. Junior, a female, at first experimented with the more conventional four-legged method but after watching Mr. Walker for a while switched to his two-legged style. Mr. Freeman asked a veterinarian about all this and was told the rabbits' spinal muscles were underdeveloped and they walked on two legs because it was easier.

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BRIDESMAIDS include three royal princesses: King George's daughters, Elizabeth (*left*), Margaret Rose (*right*), and their cousin Alexandra, 9, Duchess of Kent's daughter.



KING TOASTS couple (*behind table*) with sherry. Other toasters at public reception are (*from left*) bride's sister, the Honorable Pamela; Princess Margaret Rose; groom's

A MOUNTBATTEN MARRIES

Royal family attends wedding of Lord Louis' daughter

Britain's royal family gathered for its first big postwar wedding last fortnight in Romsey, a town eight miles from Southampton, to see the Hon. Patricia Mountbatten, daughter of the King's cousin, marry the seventh Baron Brabourne. It was a show only England, even under a Labor government, could put on.

The King and Queen were there. So were peers of the realm, who shared pews with old family retainers. There were comrades-in-arms of the bride's father, Admiral the Viscount Mountbatten of Burma, and an honor guard from

PROCESSION of black-robed civic officials is led by mace-bearer and mayor to the abbey doorway.



IN ABBEY ENTRANCE crowd presses in as Lord Louis, daughter and bridesmaids take positions and start for altar.



GUESTS LINE UP for public reception at Crossfield Hall, just outside Romsey. About 800 people attended,





mother, Doreen Lady Brabourne; Lord Louis; Queen; Lady Louis (*behind King*); Mr. Oliver Hoare, groom's guardian; Princess Elizabeth; Best Man Charles Harris St. John.



AFTER WEDDING Lord and Lady Brabourne, both 22, leave abbey and walk past regimental honor guard through flag-decked road to car. She wears mother's wedding veil

the groom's regiment of Coldstream Guards. The Archbishop of Canterbury, assisted by the Bishop of Winchester, conducted the ceremony in the abbey. Three royal princesses were bridesmaids. And among the ushers was Prince Philip of Greece, who might one day be Princess Elizabeth's consort.

When the cars of the wedding party drove from Broadlands, the Mountbatten estate, to the abbey, almost 15,000 people lined the flag-draped streets. After the wedding Lord and Lady Brabourne signed the register and posed for snapshots. Then 200 notables gathered at Broadlands to hear King George toast the happy couple. Following the festivities, they left for a secret honeymoon.

The seventh Baron Brabourne married his boss's daughter. He had met the Hon. Patricia when he was Lord Louis' aide-de-camp in Asia and she was a Wren officer. After the honeymoon trip, the new Baroness Brabourne will probably have to lead the regular life of an army wife. Following British tradition, her husband will doubtless remain an officer in the renowned Coldstream Guards.

mostly tenant farmers, cottagers, butlers, valets and upstairs maids who have been with both families for years.



BISHOP OF WINCHESTER, who assisted the Archbishop of Canterbury in cermony, greets King George at abbey.



THE PARENTS, Lord Louis, his wife (*right*) and Lady Brabourne, groom's mother, wait for their cars.





FRENCH SCULPTOR ARZENS' BRIGHT NEW PLEXIGLAS AND DURALUMEX AUTOMOBILE SQUATS PROUDLY IN FRONT OF PARIS' FAMOUS 57-YEAR-OLD EIFFEL TOWER

EGG-SHAPED CAR

French sculptor uses Plexiglas in new version of old electric auto

Frenchmen love extremes in automobiles almost as much as they do in hats. The result has been the not infrequent appearance on French highways of vehicles as unconventional as the one above, which is the brain child of a versatile French sculptor named Arzens. This egg-shaped model is made out of Plexiglas and Duralumex, an aluminum alloy. It is powered by a 3-hp motor in the rear, weighs only 132 pounds and will travel 40 mph carrying two passengers, who must not mind being stared at. The glittering, streamlined Arzens electric car, whose cost has not been determined, is a far cry from the statelier, towering electric coupés fashionable 30 years ago. Despite the fact that he built it two years ago principally for his own amusement, Arzens hopes that it may catch the popular fancy in gasoline-hungry France where small cars are particularly useful and strange cars highly prized.

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"Now for another grand opening, Larry!"

YOU can take a bow when you open a bottle of Paul Jones. For Paul Jones is famous for flavor—and, in a drink, *flavor comes first!* That's why Paul Jones is made in the slow, old-fashioned way...to give you especially rich and hearty flavor!

Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits. Frankfort Distillers Corporation, New York City.



Paul Jones

FIRST OF ALL... FOR FLAVOR!

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PEOPLE

The long-haired youngster carrying the ball in the backyard football game shown below is not, despite appearances, a girl. He is Jimmy Garvin, 13, of Washington, D.C., a nonconformist who has no use for barbers. Thanks to an abundant supply of "moxie" and athletic skill, he has been able to indulge his whim without being teased as a sissy by his playmates. Nobody in the family, including Jimmy, knows quite why he prefers to wear his hair long—except possibly that his own attempt to use a scissors on his hair at 2 soured him forever on the barber's tools. His mother says, "I guess we're all individualists in this family."



CONTINUED ON NEXT PAGE

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"Ma—what *really* put Pop over?"



MA: Joe—*please* speak English!

JOE: I mean . . . how'd you finally decide to marry Pop, instead of some other guy? You see, I've got competition with Nancy. I need help, Ma.

MA: Oh! Well, Dad and I sort of hit it off. And none of the other boys looked half as neat—that counts with a girl. Those handsome collars on his Arrow shirts didn't hurt him . . .

JOE: Uh-uh, Ma. What else, Ma?

MA: Oh, Dad was full of fun. And I was proud to be seen with him. Specially in summer, son. He never looked "rumpled up," like Ed and Pete. Dad said his shirts had some special sort of trim cut, but I can't recall the name . . .

JOE: "Mitoga," Ma? Was that it, I bet?

MA: Joe! How did *you* know? Let's see —oh, Dad's shirts never seemed to shrink, and bulge his neck out. 'Course they couldn't, being Sanforized-labeled.* But you wouldn't know about that, son. That was years ago. Why, Joe—



JOE: So long, Ma—and thanks! If I don't knock off those other guys tonight it won't be the fault of this new Arrow Shirt I just got myself! Lookit!

**fabric shrinkage less than1%*

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

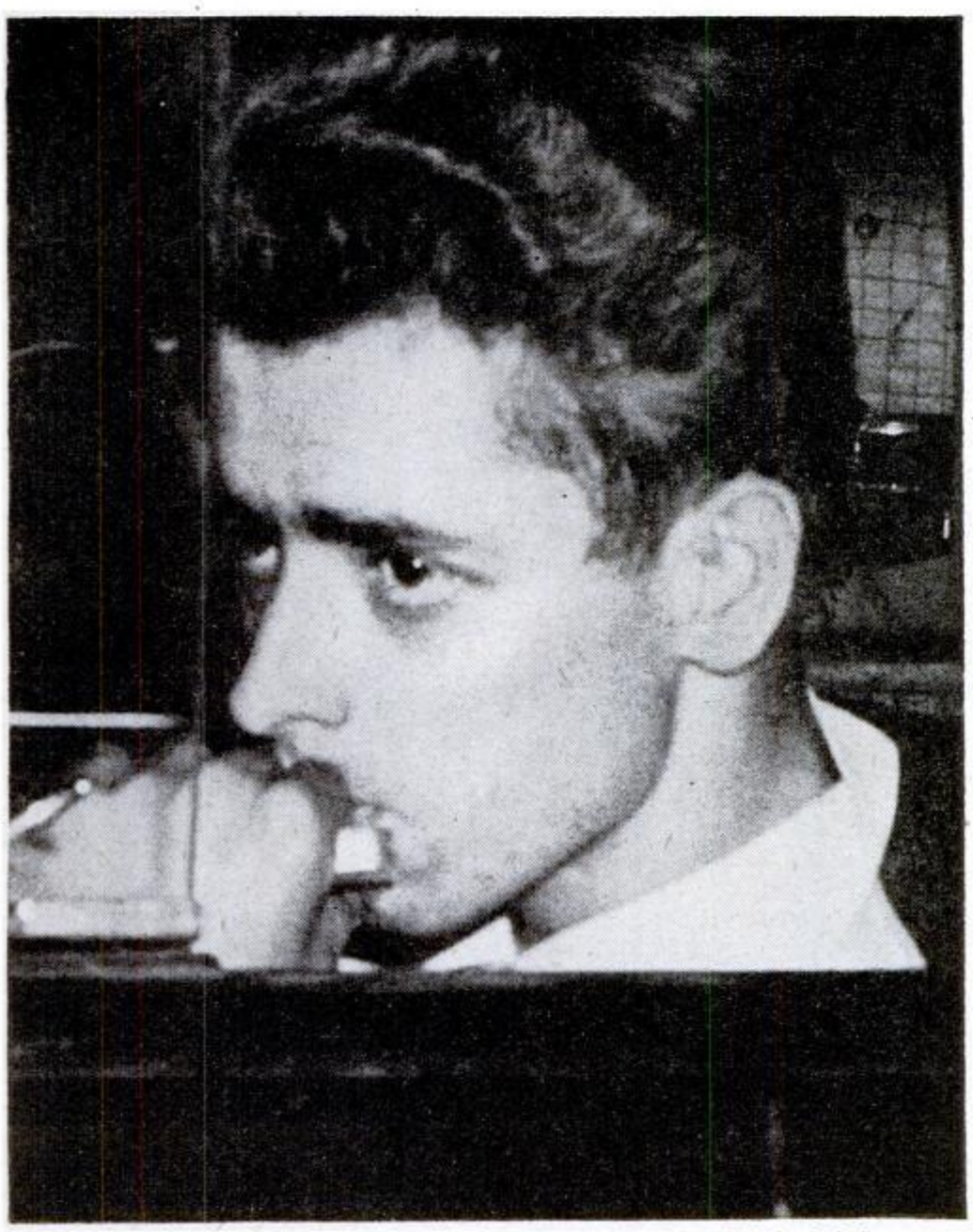


GIRL WITHOUT A NAME was found by policemen while she was trying to thumb a ride on a New Jersey highway. When she refused to tell much about herself, she was sentenced to six months for disorderly conduct because the judge figured she might be hiding knowledge of some crime. The American Civil Liberties Union got to work and this week she gets a new trial.



BRITISH CABINET WIFE, Mrs. Emanuel Shinwell, whose husband is the Minister of Fuel and Power, last week made this notable picture when photographers found her holding firmly to both cigaret and scrub rag as she energetically cleaned tiled path leading to her home. The Shinwells' house is in a middle-class district of London and Mrs. Shinwell does all her housework.

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A SORROWFUL YOUTH was discovered by Oakland, Calif. police as he sat dazed and frightened behind the wheel of his car. Three women who were crossing the street on their way to church in the late twilight had just been struck and killed by his automobile. The youth identified himself as Curtis Hawk, 16, and declared that he did not see the women in the darkness.



FAMED SINGING TEACHER Al Siegel, 46, and Patricia Niedt, his 19-year-old pupil, were married in New York last week. Siegel, a colorful Broadwayite who trained Ethel Merman, Libby Holman, Dorothy Lamour and Rita Hayworth, has been married twice before. His bride met him while studying drama, promptly gave up drama for music, soon gave up music for marriage.

CONTINUED ON NEXT PAGE



When everybody's rushed . . . and tastes are critical . . .

Try this new instant coffee made especially for breakfast!



SURE, the whole family appreciates how *convenient* instant coffee is—particularly at breakfast when folks are in a hurry.

"But," you say, "just how *good* is this coffee? Show me an instant coffee that really *tastes* like my favorite ground coffee—and I'll buy it."

"Agreed!" says Borden. "Either Borden's has it, or you don't pay! It'll taste as good as your favorite ground coffee — for breakfast every day — or your money back!"*

You see, Borden's was *made* for breakfast — not just for occasional use. It's all coffee — 100% pure coffee — not just a half-and-half "café"-type mixture! And what coffee! Serve it by the cup or by the pot — to the whole family — every meal! If you don't find we're right, the treat's on us!

IMPORTANT:

Don't use too much Borden's. Remember, Borden's is 100% pure coffee. Use ½ to ¾ of a level teaspoonful.



© THE BORDEN CO.

* Use at least half a jar of Borden's. Then, if you don't agree it tastes as good as your favorite ground coffee, send us the jar with the unused contents, and we'll cheerfully refund your money. The Borden Company, 350 Madison Ave., New York 17, N. Y.

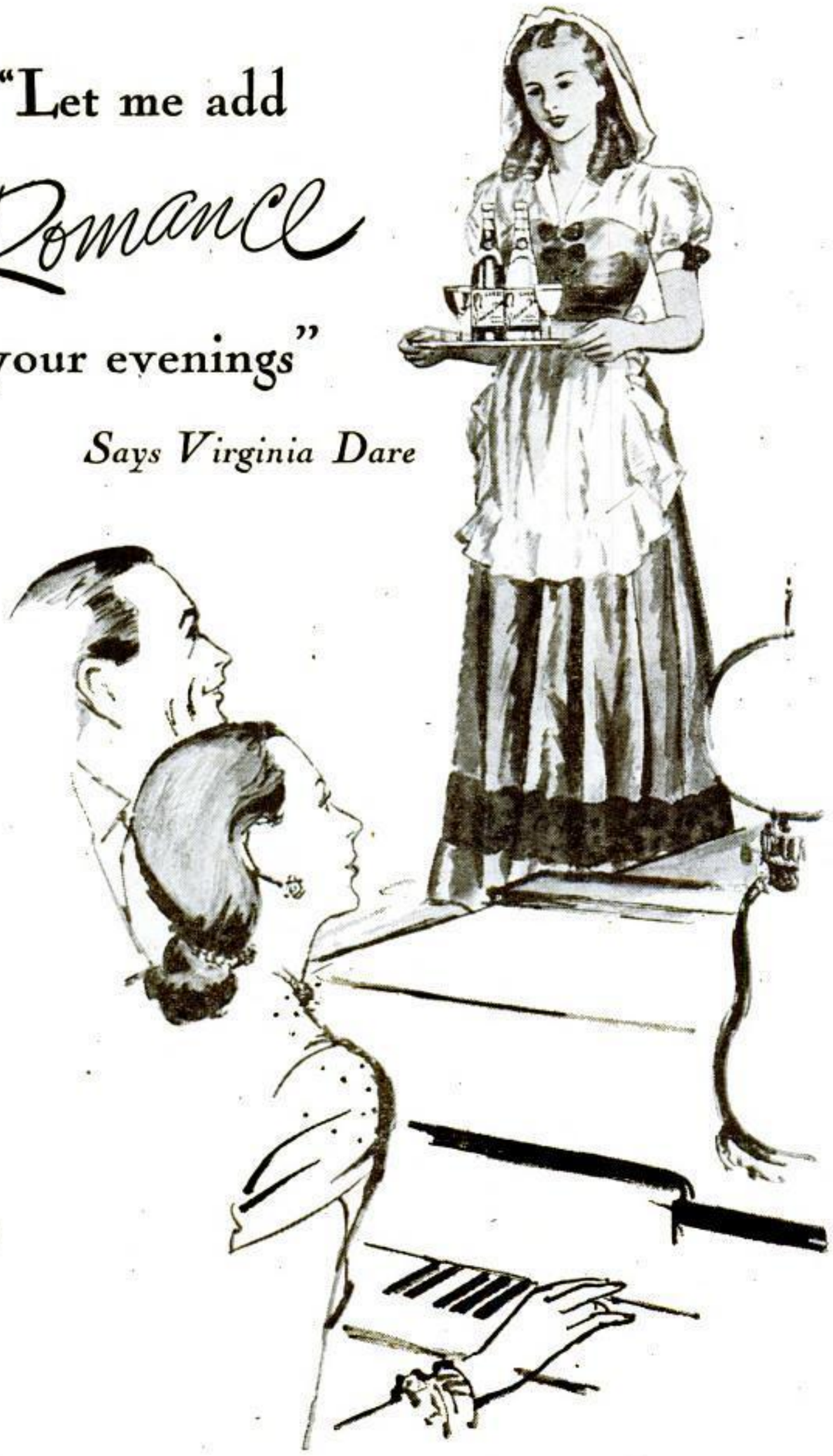
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"Let me add

Romance

to your evenings"

Says Virginia Dare



"I want you to try the *only* wine of its kind in the world"

The delightfully distinctive flavor of Virginia Dare is *hearty* but never *heavy*, different from sherry, port, or any wine you've tasted. Pedigreed grapes are used in Virginia Dare, cultivated exclusively for this unusual wine. Virginia Dare is available in red or white wine. You'll want *both* when you see how little they cost. *Garrett and Company, Inc., New York.*



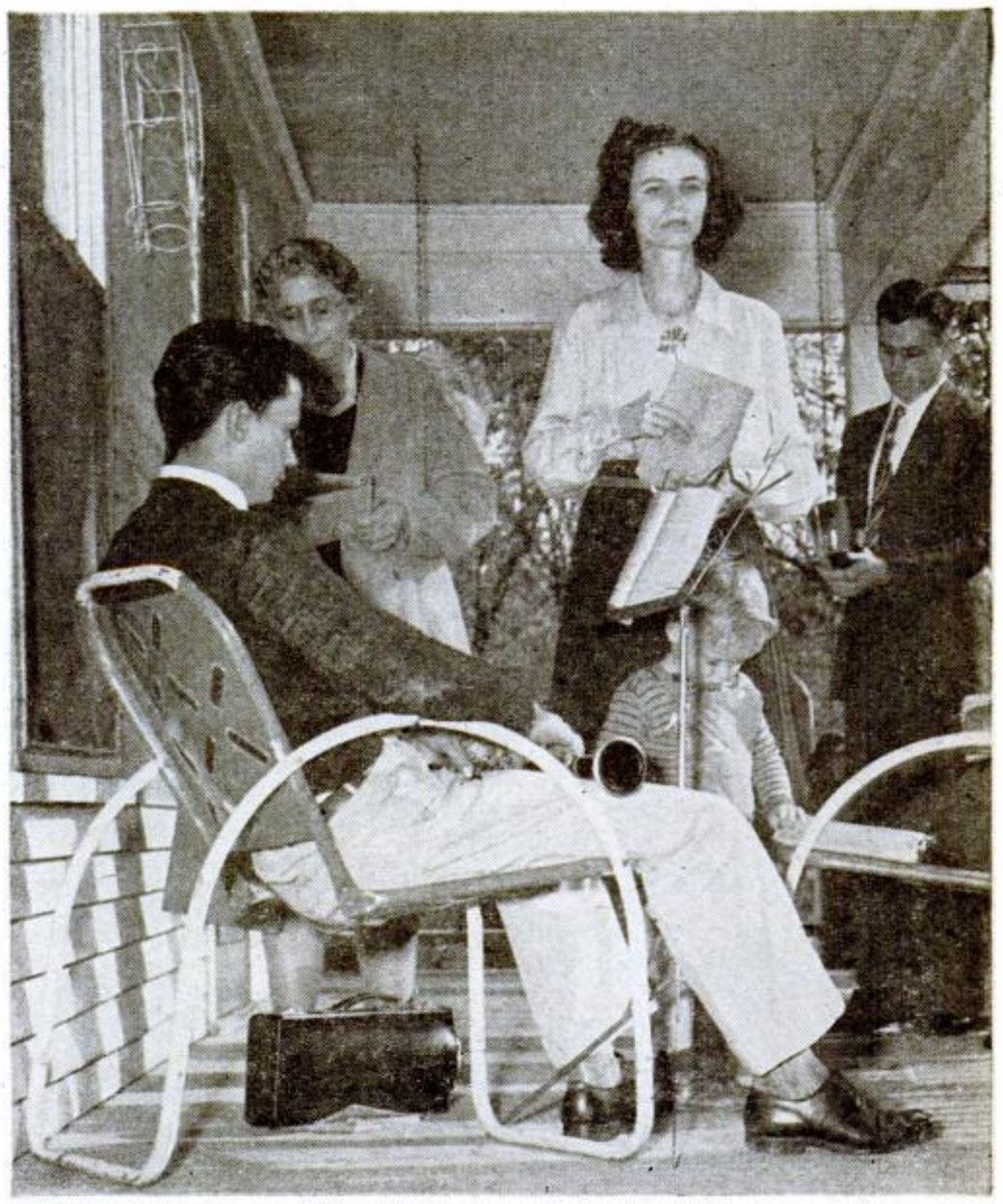
Say it again

VIRGINIA DARE

AMERICAN
RED OR WHITE
WINE



HORSE FOR GENERAL WAINWRIGHT, a trick steed owned by Patrolman James Matowitz of Cleveland Mounted Police, was given last week to the hero of Bataan. Named Dotty Dare, she is one of few horses in the world trained to stand motionless like this in ring of fire. Here she is ridden by Owner Matowitz, who made the gift after General Wainwright admired Dotty at horse show.



PRAYER FOR A DYING BOY was said at home of Mrs. Fred Bowers (*center*), a member of Kansas City, Mo. faith-healing cult called In the Name of Jesus Church. Mrs. Bowers refused to let a doctor treat her son Philip, 11, for infantile paralysis. Three days later boy died and her husband, overruling her objections, said hereafter he would call physician for the other three children.

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THIS IS FOR KEEPS

Her ring . . . stardust circling a slender finger.
Her Community...gleaming symbol of gracious living.
These a bride treasures . . . for keeps.
Each Community pattern is craftsman-created
to glamorize your table . . . your hospitality.
At special wear points (trust Community!)
there's an *overlay* of extra silver.
Glory in Community's fine design . . .
delight in Community's young-budget price . . .
Your favorite jeweler will show you, proudly,
a dignified dinner service for 8 places
as low as $53.50. (No federal tax.)

Community

THE FINEST SILVERPLATE

*CORONATION

*LADY HAMILTON

*MILADY

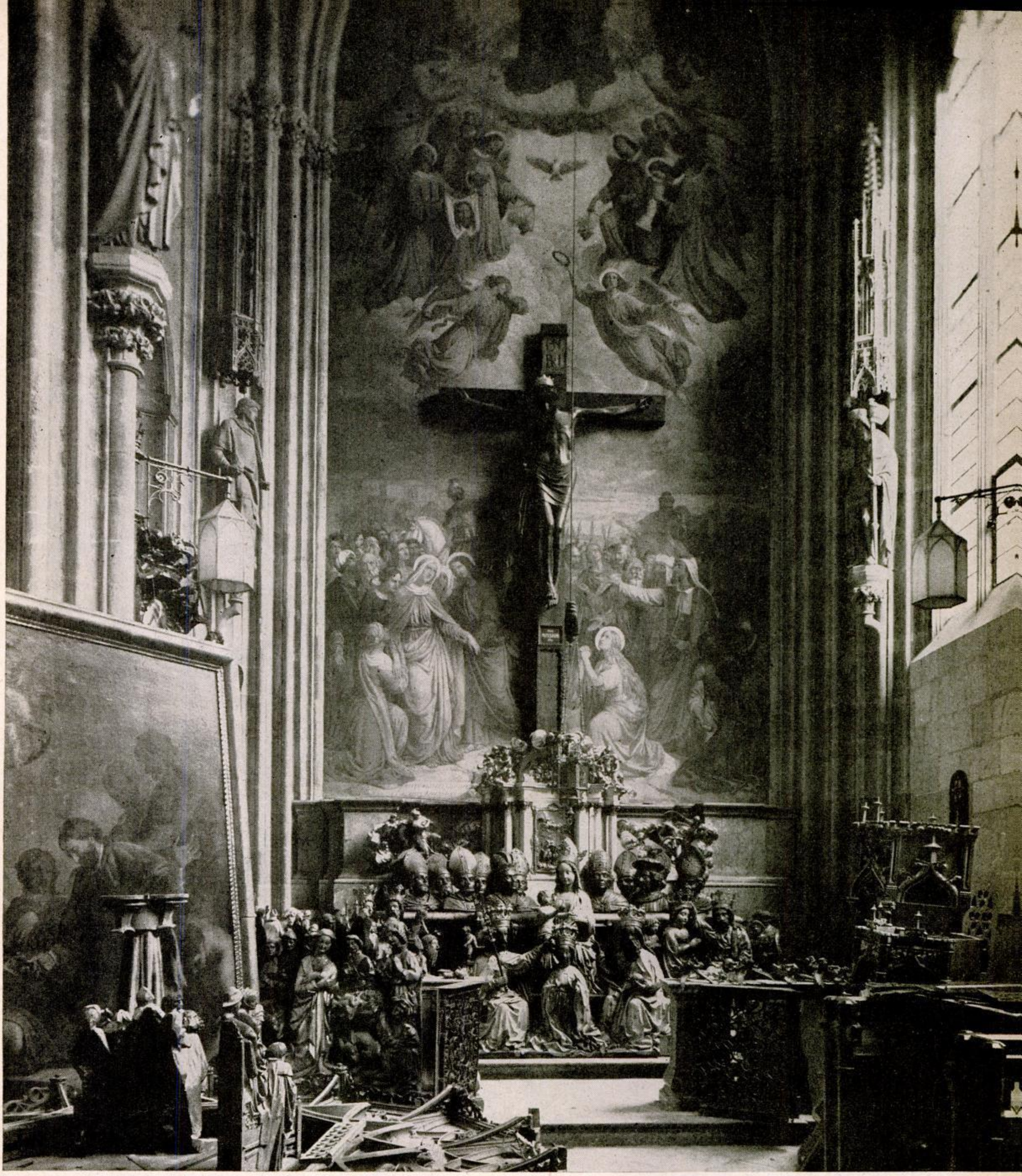
If it's Community... it's correct*

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STATUES AND ALTARS THAT WERE SALVAGED ARE STACKED IN FRONT OF A FRESCO IN THE SAVOY CHAPEL, THE DRIEST PLACE LEFT IN THE BOMBED CATHEDRAL

ST. STEPHANS

Once again the people of Vienna rebuild their great cathedral

Over the centuries St. Stephans Cathedral in Vienna has withstood the whiplash of fate and the violence of man, rising from each blow to new architectural magnificence. Consecrated in 1147, when Vienna was still a village, it burned to the ground and had to be rebuilt a century later. Napoleon's armies damaged it slightly in 1805, but in 1945 German artillery fire almost reduced the cathedral to ruin.

Now, once again, the Viennese are rebuilding St. Stephans, the seat of their cardinal, the coronation site of their kings up to the 17th Century. Its richly reticulated vaulted nave was adorned by more than 100 statues. The Viennese are collecting funds for the restoration. Ex-Nazis have been set to work clearing up the rubble and stacking the salvaged relics in a small, dry chapel where they are protected from the elements (*above*). Already stonemasons have begun the laborious reconstruction which will take an estimated 10 years.

CONTINUED ON NEXT PAGE 51

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ARE YOU SURE OF YOUR PRESENT DEODORANT? TEST IT! THEN TRY FRESH.

SEE WHY MORE WOMEN ARE SWITCHING TO FRESH THAN TO ANY OTHER DEODORANT!

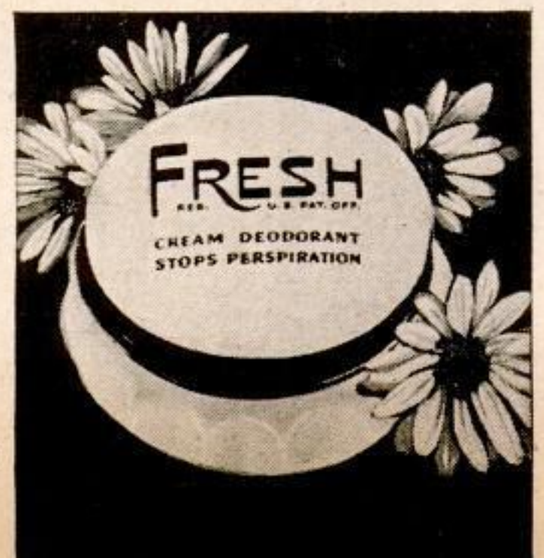
Be lovely to love

Make the famous Fresh test. Put your present deodorant under one arm. Put Fresh, the new cream deodorant, under the other arm.

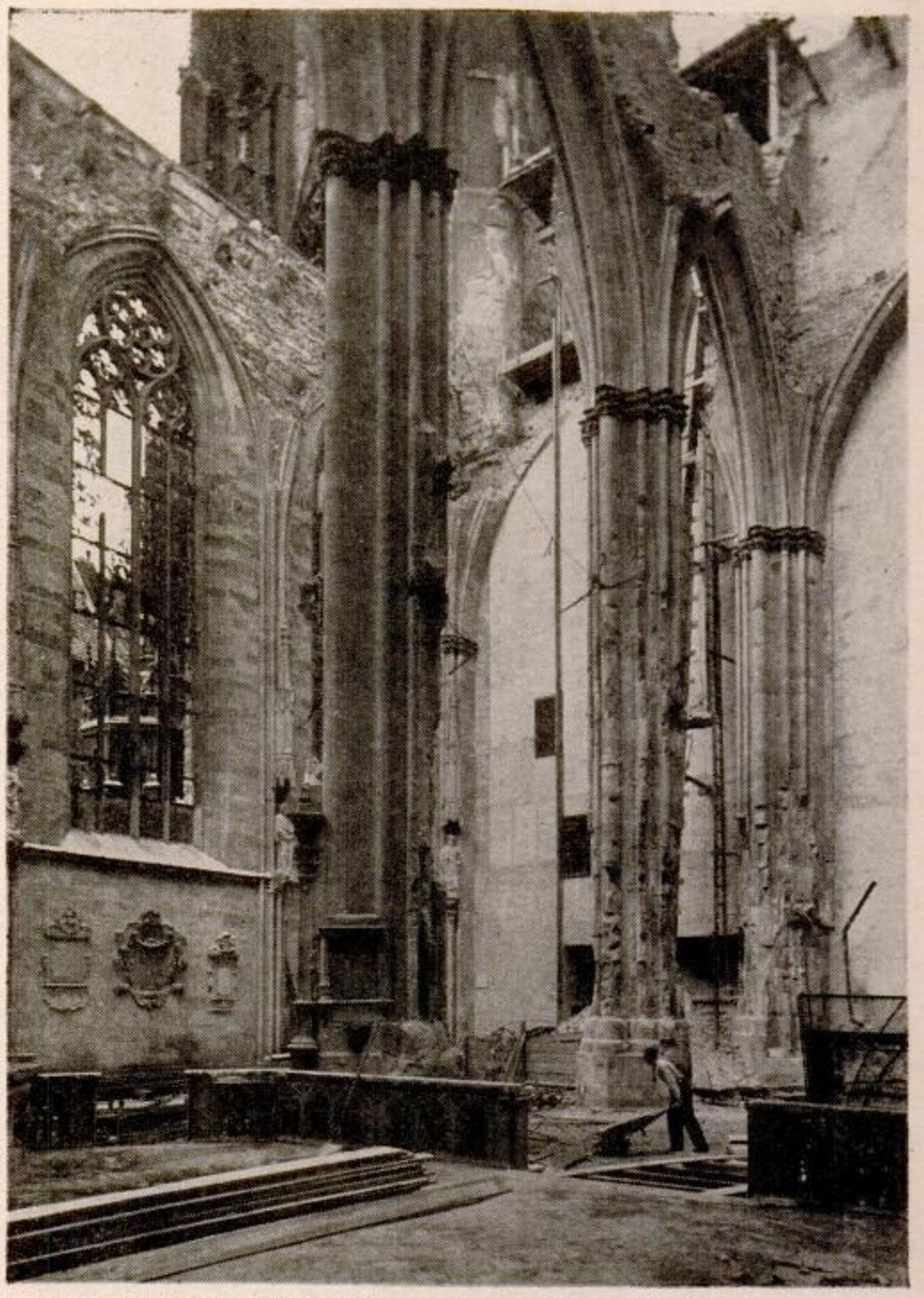
See which stops perspiration - prevents odor better.

Fresh contains the most effective perspiration-stopping ingredient known to science. Fresh stays smooth...doesn't dry out in the jar.

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St. Stephans CONTINUED



BENEATH OPEN SKY and bomb-slashed pillars of St. Stephans nave, an ex-Nazi hauls rubble away in wheelbarrow. Roof was supported by 18 pillars.



MASONS recut sandstone blocks for reconstruction. Job is being directed by a woman architect whom Nazis had forced to work as an ordinary bricklayer.

CONTINUED ON PAGE 54

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1. You don't need 4-leaf clovers when you stay at the William Penn—the Statler Hotel in Pittsburgh—for we never leave your comfort up to luck. You'll find your room has just about everything you want . . . big, restful chairs, a radio, even lamps that are scientifically checked to prevent eyestrain.



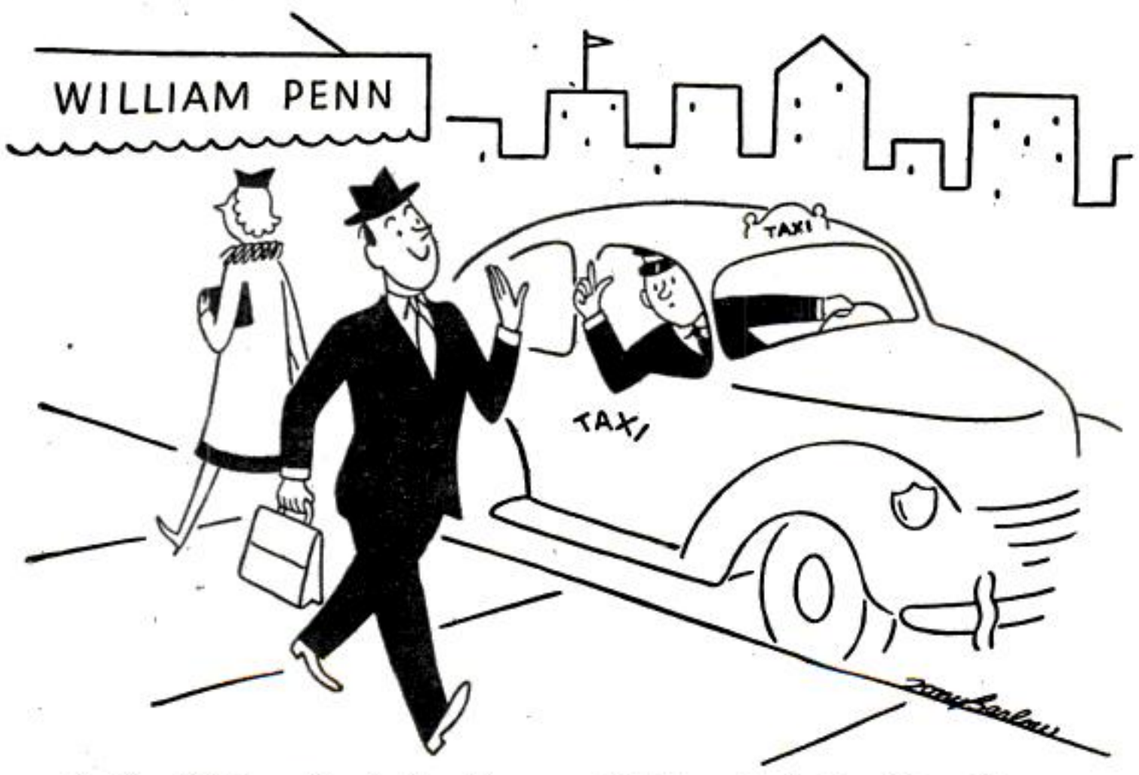
2. And you won't have to hold a lucky rabbit's foot to get a good night's sleep . . . the famous William Penn beds will take care of that! Their sleep-producing mattresses are so comfortably soft that you probably wouldn't be able to stay awake if you wanted to.



3. Hang up your horseshoe! You're in luck with something NEW in every Statler bathroom . . . an *adjustable* shower head that will get you wetter—*better* than any shower you've ever tried. You can pick out just the kind of spray you like best. A *regular spray*, as above...



4. . . . or, if you want a stinging *needle spray*, just turn the control handle on the shower head and brace yourself! When you've had enough, another flip of the handle brings a gentle *flood spray*. Of course there's always plenty of hot water, and piles of snowy-white towels in every Statler bathroom.



5. The William Penn's location wasn't left up to luck, either. It's right in the heart of Pittsburgh's famous Golden Triangle, conveniently close to business, shopping, and theater districts. So when you come to Pittsburgh, don't leave the success of your visit up to luck. Plan ahead to stay at the William Penn!



HOTELS STATLER IN

BOSTON $3.85 ***BUFFALO $3.30*** ***CLEVELAND $3.00***
DETROIT $3.00 ***ST. LOUIS $3.00*** ***WASHINGTON $4.50***

STATLER-OPERATED

HOTEL PENNSYLVANIA $3.85 NEW YORK
HOTEL WILLIAM PENN $3.85 PITTSBURGH

Rates Begin at Prices Shown

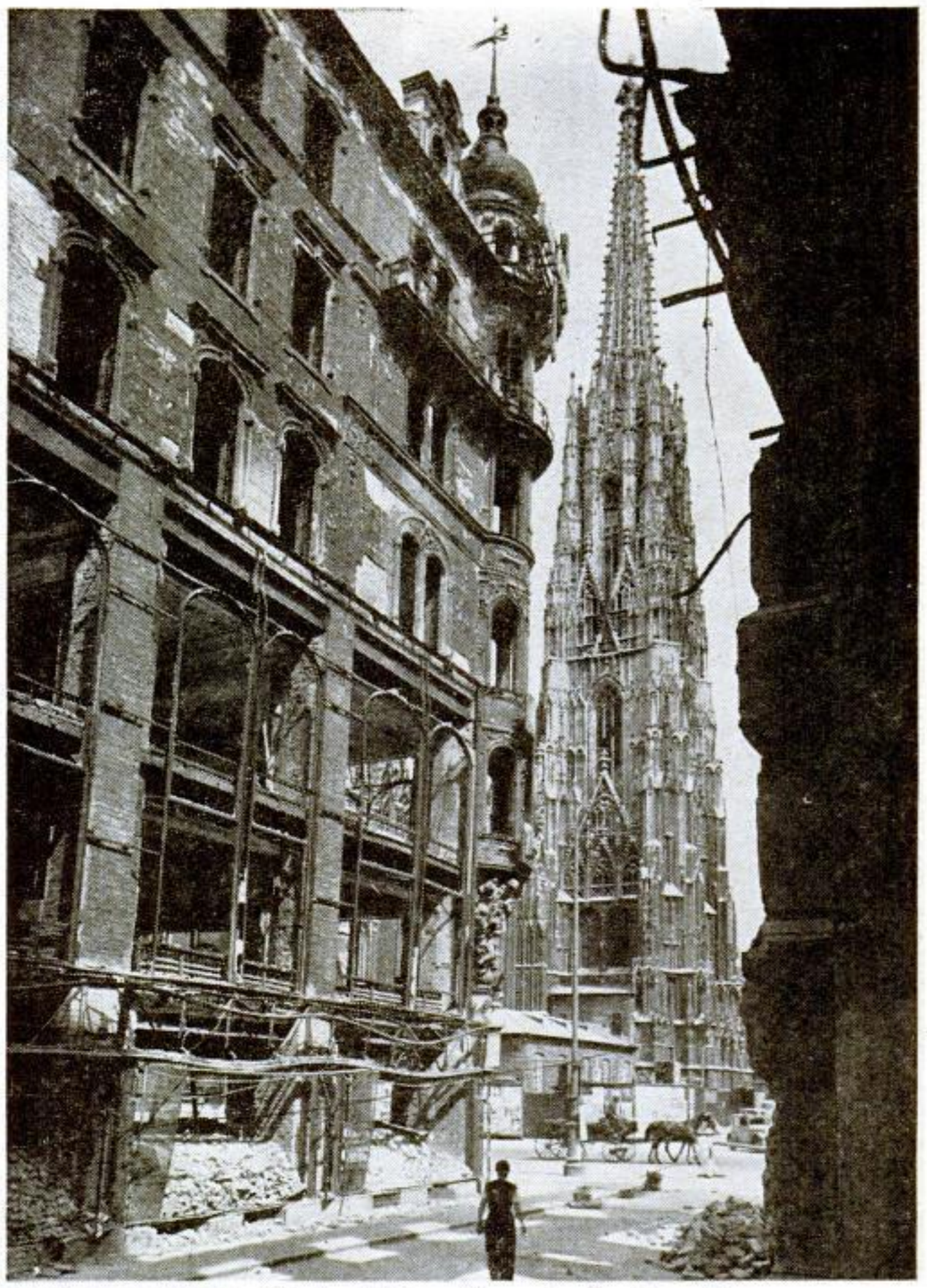
SHARE A MEAL—SAVE A LIFE!

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A product of WILLYS-OVERLAND MOTORS





SOUTH TOWER, 448 feet high, still stands. Stephans Platz, now empty except for horsecart and car, was a bustling traffic intersection before the war.



CHOIR BOYS practice their hymns in bombed-out nave of the cathedral. This is the famous Vienna Boys' Choir which toured the U. S. before the war.

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You're right in liking **meat**

because it contains so many things that are good for you

These tasty mouthfuls of flavor are cheery eating any time. But consider also what pork sausage means nutritionally.

In its tender lean, you get those extra B vitamins for which pork is outstanding. In its tasty fat, you get easily digested food energy. Its lean also is a fine protein food. Like all meat, it has that high quality protein with all the essential amino acids.

Without these amino acids, mankind cannot survive—children cannot grow.

Yes, because it has so many things that are good for you, you're right in liking meat.



PURE PORK SAUSAGE LINKS—
pretty pattern of good eating flavor

ACCEPTED AMERICAN MEDICAL ASSN. Council on Foods and Nutrition

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

Perhaps like you...she was "in the dark" about plastic products

But no "buying a pig in a poke" for Mrs. Jack Foster, of Denver. With plastic products so new, she wasn't going to buy until she discovered how to get the most that plastics can give for the money. Here's how Mrs. Foster made that discovery . . . learned that in plastic products . . .

"Krene" is Queen!

"Like most other women, I was excited about the new plastics . . . But, when it came to buying . . . there were so many kinds . . . so many names . . . I was stumped to know which to choose. Well, I wrote the editor of my favorite woman's magazine . . . thought *she* might throw some light on the subject. I hear quite a few other women did the same thing. Next thing I knew, back came a letter from the manufacturers of 'Krene' plastic products. They'd seen my letter, and they asked me to come right up to Bennington and watch 'Krene' plastic products being made! I went to a 'Krene' style show in New York too. Here are just a few of the things I saw that made 'Krene' brand plastics stand for quality to me!"

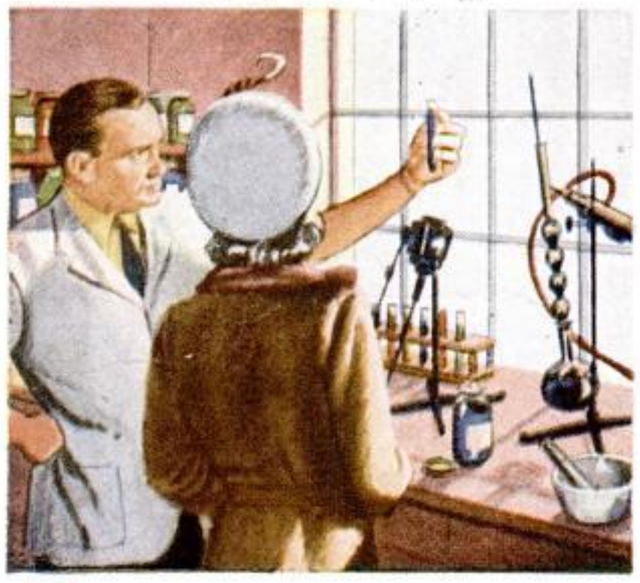
"White Blossom"... white flowers on a field of luminous color... (Any of the shades of "Krene" fabric you choose.) "Krene" shower curtains are mildew-proof, waterproof... folds won't stick together.



1 *"No shower curtain would ever have to take such a 'beating' in actual use* . . . But the plastic fabric in 'Krene' shower curtains has to stand a non-stop exposure to a hot soapy spray that lasts many days. No wonder 'Krene' shower curtains keep their beauty so long!"



2 *"Here's a feature that means everything to beauty and wear.* Heat-sealed seams and hems, almost invisible, make shower curtains look one-piece. These seams and hems are even stronger than the plastic fabric in a 'Krene' shower curtain, and *that* is strong enough to bear the full weight of a grown man!"



3 *"Here's why the printed design on 'Krene' plastic products never cracks or peels.* Only plastic inks are used . . . and they truly become a part of the fabric. I wish you could see the work that went into developing such inks! Just an example of the endless care taken to make 'Krene' products exactly right!"



4 *"'Krene' aprons are so pretty and smartly styled.* Many have adjustable ring arrangements that make them fit almost any size. They are 'spot-welded' for extra strength where needed . . . Waterproof . . . Most spots wipe off . . . They need no ironing . . . Won't crack or peel!"

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation
"Krene" products are made and sold in Canada by Canadian National Carbon Company, Ltd.

"Krene" is a registered trade-mark of National Carbon Company, Inc.

Guaranteed by Good Housekeeping

A Krene TRADE-MARK PLASTIC PRODUCT
NATIONAL CARBON COMPANY, Inc., NEW YORK 17, N.Y.

THE "KRENE" LABEL... *Your guarantee of quality*

Always look for the "Krene" trade-mark . . . your assurance of beautiful plastic products, beautifully made. "Krene" brand plastic products are made by people who "grew up" with plastics . . . who are leaders in the plastics field. Each "Krene" product is individually tested . . . It lives up to its looks. Shower curtains, bathroom window curtains, and aprons are in stores now. A growing list of beautiful, useful products is on the way.

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BEFORE A SYMPATHETIC AUDIENCE SUSAN WRIGHT AND MASTER OF CEREMONIES COAX HER CAMERA-CONSCIOUS OLD DOG, KATY, TO WALK THE PLANK. KATY DID

NEW TRICKS FOR AN OLD DOG

Radio show gives a girl prizes and a pet for disproving a timeworn adage

In order to find an excuse for giving away its sponsors' products radio will try any old ruse. Last week it was trying one of the oldest. To disprove the tired old adage that claims "You can't teach an old dog new tricks," a rambunctious audience-participation show called *County Fair* (CBS, 1:30–2 p.m. EST, Saturdays) was using a happy-go-lucky mongrel named Katy, a 16-year-old girl named Susan Wright, a book entitled *How to Train Dogs* and 19 weeks of broadcast time to give away all kinds of assorted merchandise.

The stunt began on June 29, when veterinarians solemnly read the dog's teeth and proclaimed Katy a 6-year-old pooch of dubious ancestry, and Susan volunteered from the studio audience to teach the dog a trick a week. For every new trick a prize was promised. Taking Katy to her home in Chappaqua, N. Y., Susan found her an apt pupil. She also found that Katy responded more readily to petting and applause than to the rewards of food suggested by her instruction book. Discarding the book, she taught Katy first to "speak" and then enlarged her repertoire to include the tricks shown on these pages. Katy also learned to play hide-and-seek, to walk backward on her hind legs, to jump through a hoop and to do calisthenics. As the broadcast stunts continued last Saturday without any sign of stopping, Susan had amassed a hoard of 18 prizes ranging from knitting yarn to high-heeled shoes, a pearl necklace and a velvet evening wrap. And Katy, in addition to finding a home and gaining 10 pounds, had easily learned her most engaging trick of all—to plant a doggy kiss on the nose of the program's master of ceremonies.



TEACHING KATY to walk plank (*see picture above*), Susan finds pooch wary, has to move paws every step.

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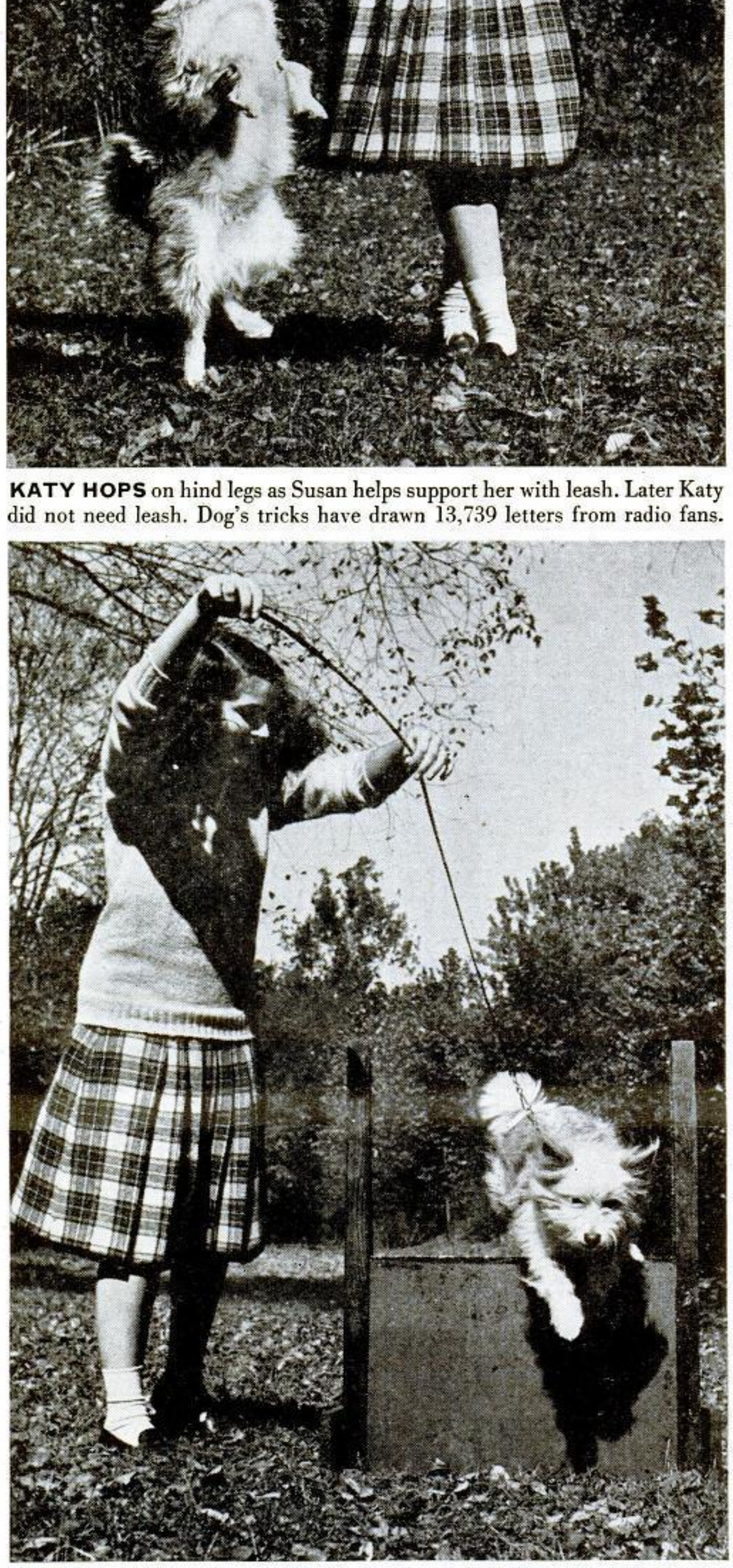
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"We make 'em extra, special good"
- Richardson's Candy Chef



U-ALL-NO
Richardson's
AFTER DINNER MINT
Pure CANE Sugar plus Natural MINT for Flavor

Thos. D. Richardson Co., Philadelphia 34, U.S.A.



KATY HOPS on hind legs as Susan helps support her with leash. Later Katy did not need leash. Dog's tricks have drawn 13,739 letters from radio fans.

KATY LEAPS over hurdle. Susan started her with low jumps, raised height of later leaps. Katy is on five-day week, does no stunts on Sundays, Mondays.

You Owe it to Your Records to use Meritone Needles!

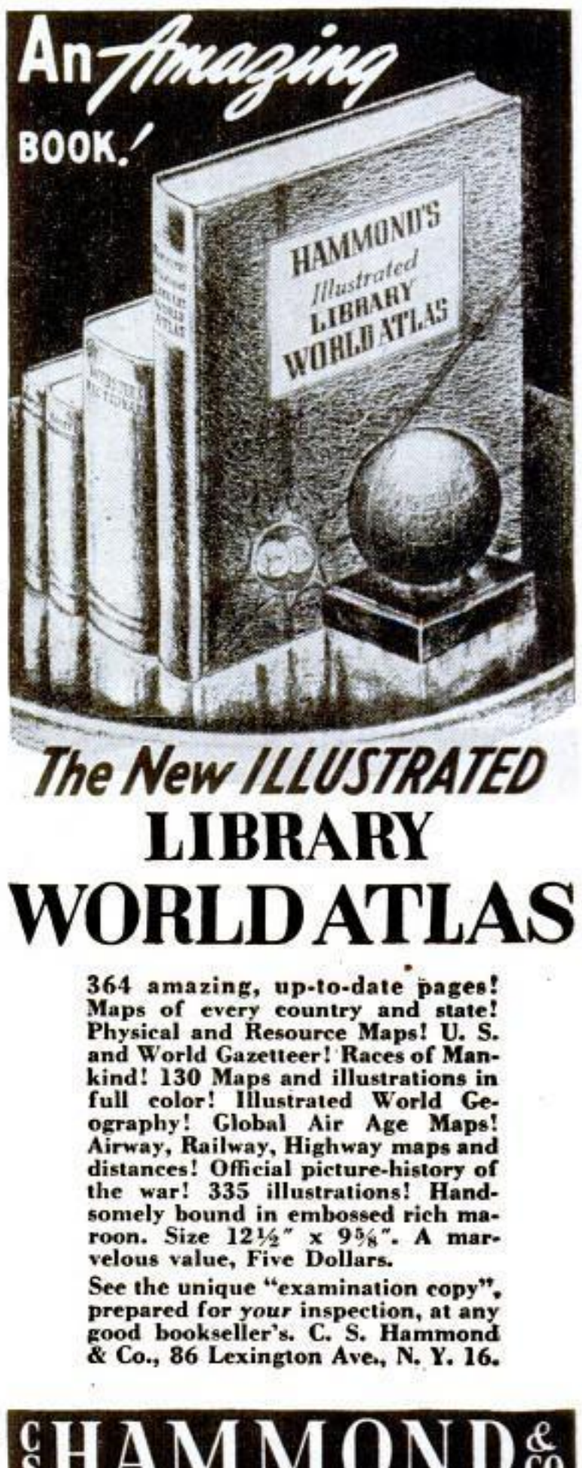


Meritone
America's Greatest Phonograph Needle Value!

BEST by TEST for High Fidelity

Unlike ordinary *ground* needles, MERITONE needles, of fine highly polished Swedish steel, are *turned* on high precision machines to velvet-smooth *rounded* points . . . float in the grooves . . . *preserve* your records. Each plays 12 or more records with exceptional fidelity, without surface scratching, noise or chatter.
Get the *best*—get MERITONE!
Internat'l Merit Products Corp., N. Y. 19

Meritone 10 for 10c • 25 for 25c



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'PUTS THE WORLD IN YOUR HANDS'



there's a Point about Mojuds

Beauty and wear in every pair!

MOJUD the dependable HOSIERY
AT GOOD STORES EVERYWHERE

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Now! Enjoy "drink-it-and-sleep"

Sanka Coffee



in new instant form!



Made instantly in the cup!

Coffee lovers, caffein-free Sanka Coffee is now yours to enjoy in INSTANT form. What convenience! What aroma! What delicious coffee flavor! Instant Sanka is all coffee, marvelous coffee, yet 97% caffein-free. You can drink it and sleep.

NO NEWS like this for coffee lovers since original Sanka came on the market.

You can have rich, full-bodied Sanka INSTANTLY! Simply put a teaspoonful in the cup! Add boiling water!

That's all there is to it! But what a cup of coffee you get!

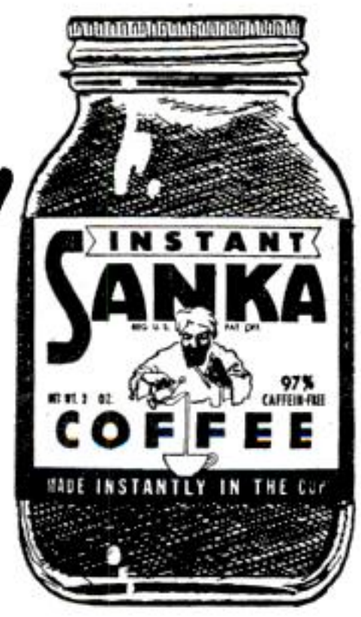
"Superb," you'll say. And the best part of all is this: If caffein in coffee bothers you, you can drink this superb coffee and sleep like a lamb. *It's 97% caffein-free!*

Instant Sanka, like regular Sanka, is *all* coffee, *real* coffee. Nothing added. Nothing taken out but the caffein.

Have you tried Instant Sanka yet? Do it today. It's unmatched for convenience, flavor, and economy. A jar of Instant Sanka makes about as many cups as a pound of regular Sanka.

Both Instant Sanka and regular Sanka are at your grocer's or super-market. Look for them on the menus of good restaurants everywhere.

new!



INSTANT SANKA COFFEE

NOTE: For drip or percolator, don't forget your favorite grind of Sanka!

Listen to Instant Sanka's New Thriller—"The Adventures of the Thin Man," CBS, Fri. 8:30 p.m., E.S.T.; 7:30 p.m., C.S.T.; 10:30 p.m., M.S.T.; 9:30 p.m., P.S.T. Don't miss this half hour of chiller-diller entertainment!

Copyrighted material

PRESCRIPTION FOR YOUR TEETH!

So many careful mothers appreciate this dentifrice specially designed to do a cleansing job on many of the very areas where 3 OUT OF 4 cases of decay start!

● No wonder that more and more mothers in recent years have insisted on this cleansing "Prescription for Your Teeth"—developed by experts who have specialized in oral hygiene for over 60 years. For, it's a fact, *there is a difference in dentifrices!* And this particular paste is specially designed to help clean many of the very areas where more than three out of every four cases of decay occur—the tiny, almost invisible pin-point pits and cracks on tooth enamel.

What mother wouldn't want her children to have the benefit of this "Pin-Point Cleansing Action"? Try it for just 5 days, and see for yourself what a cleansing job it does! Lambert Pharmacal Company, *St. Louis, Mo.*





KATY DESCENDS a ladder as calmly as a dowager alighting from a limousine. Climbing up and down Susan's ladder was the dog's 15th weekly trick.



KATY NIPS Susan's hand puppy fashion as girl pretends to snarl at dog. Katy learned to walk in and out of three doghouses in week. For this Susan won radio.



KATY SALUTES with two flags. One fan, not impressed by this trick, suggested that the dog snap up three flags, then salute with paw over her eye.

Copyrighted material



Ever Had a "Conditioned Air" Ride?

Pick out a day when the world is one mass of howling cold and timid souls have scuttled off the highway . . .

Make that the day to discover the *pleasure* of driving a new Nash.

Leave your overcoat at home—your gloves, your laprobe. You won't need them. *When you step into a Nash you step into complete living-room comfort.*

First you will see that the car windows are closed to the top. But out of nowhere comes a gentle flood of conditioned air, as warm as the living room you've left, yet fresh, *invigorating*. Into nowhere vanishes the smoke of your cigarette, the moisture of your breath. Windshield and windows stay sparkling clear.

More amazing still, as you speed along, the mercury can rise or tumble, the wind can shift—but front seat and back, floor-level and head-level, the temperature you choose is automatically maintained.

So you settle back and enjoy the weather.

You're riding in a world all your own—where winter can't reach you, where drafts can't touch you, and where—winter and summer and the year 'round—you'll enjoy travel that is free of dust, stuffy air, and fickle weather.

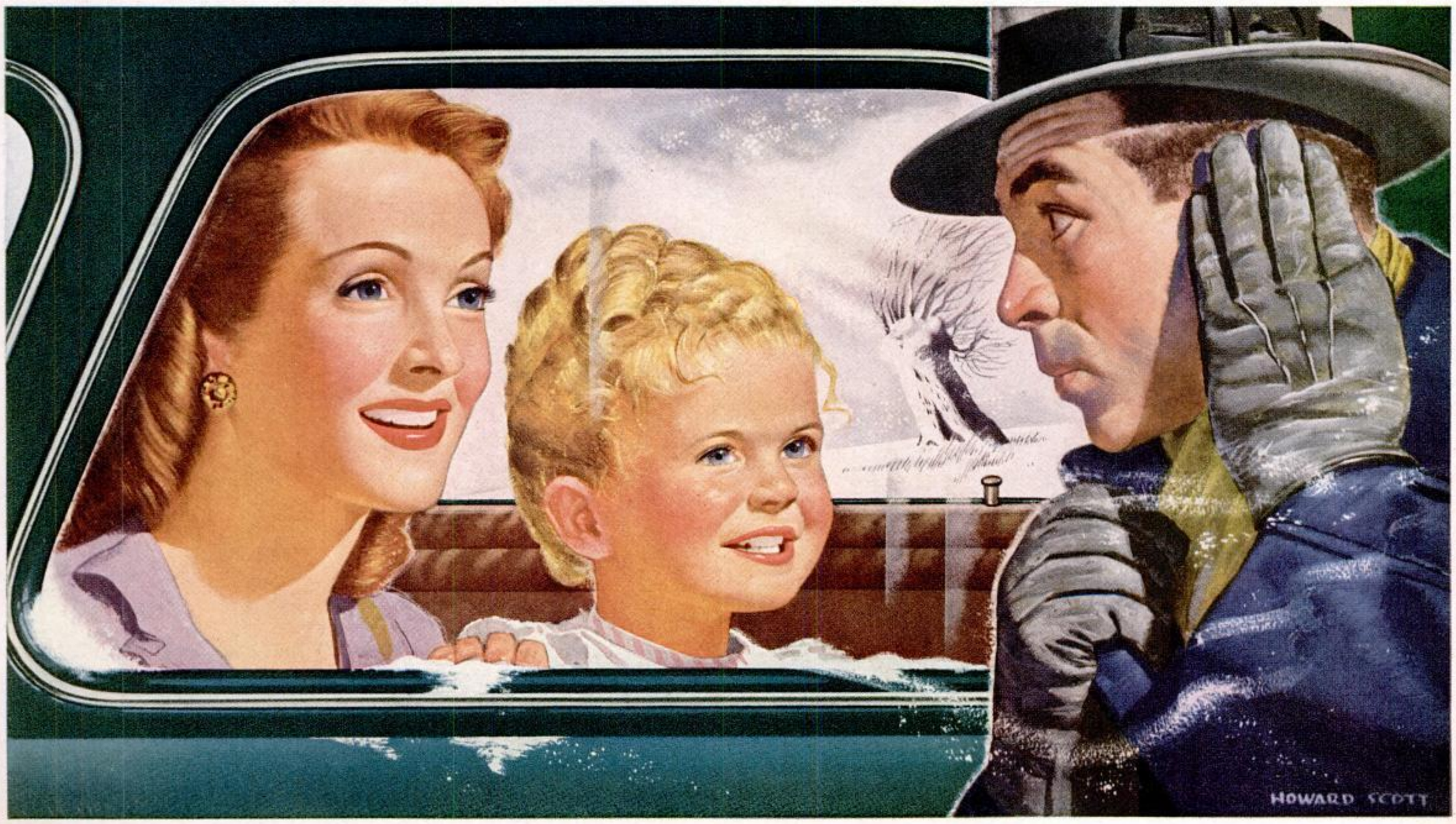
Here is not only the first scientific heating and ventilating system for motoring—here is also automatic control that outguesses changing weather. The silent sentinel of your comfort is the Nash "Weather Eye." You set a dial for the temperature you like—and it does the rest, *automatically*.

This is "Weather Eye" Magic. One of the great contributions to motoring, introduced by Nash and perfected by Nash—and you'll find it today in the Nash "600" and Nash Ambassador cars.

Ask a friend who owns one or call a Nash dealer. Have a Conditioned Air ride. You'll agree—it's the grandest experience you ever had in an automobile!

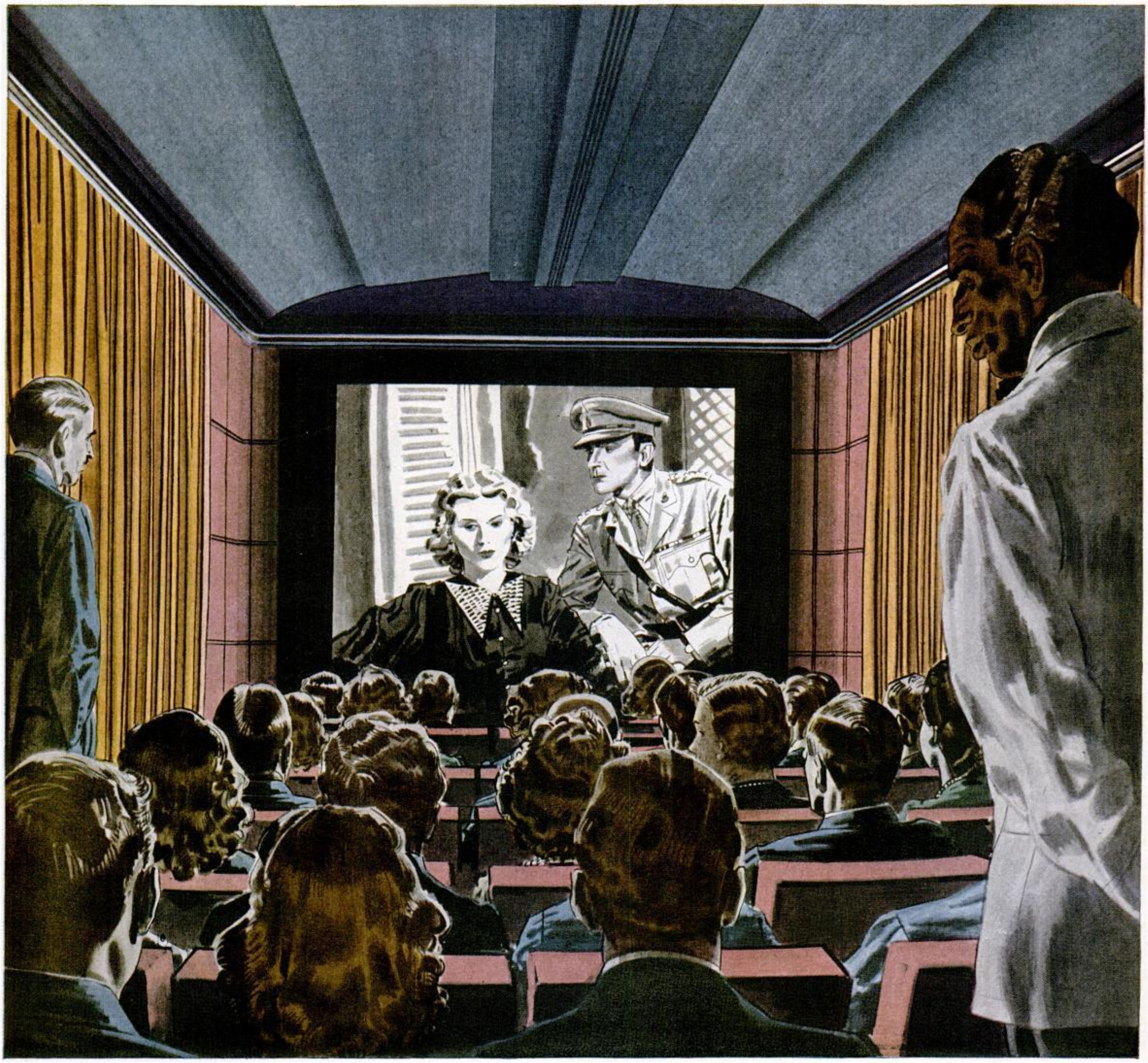
Nash Motors
Division of Nash-Kelvinator Corporation, Detroit, Michigan

YOU'LL BE AHEAD WITH Nash



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LOOK WHAT'S COMING IN AMERICA'S



THE THEATRE THAT TRAVELS 90 MILES AN HOUR

Among the new wonders promised the rail traveler in the very near future is a club car that converts into a rolling movie theatre.

By day, you'll relax in a luxurious lounge. In the evening, you'll sit back and watch a latest Hollywood release as you speed on your journey.

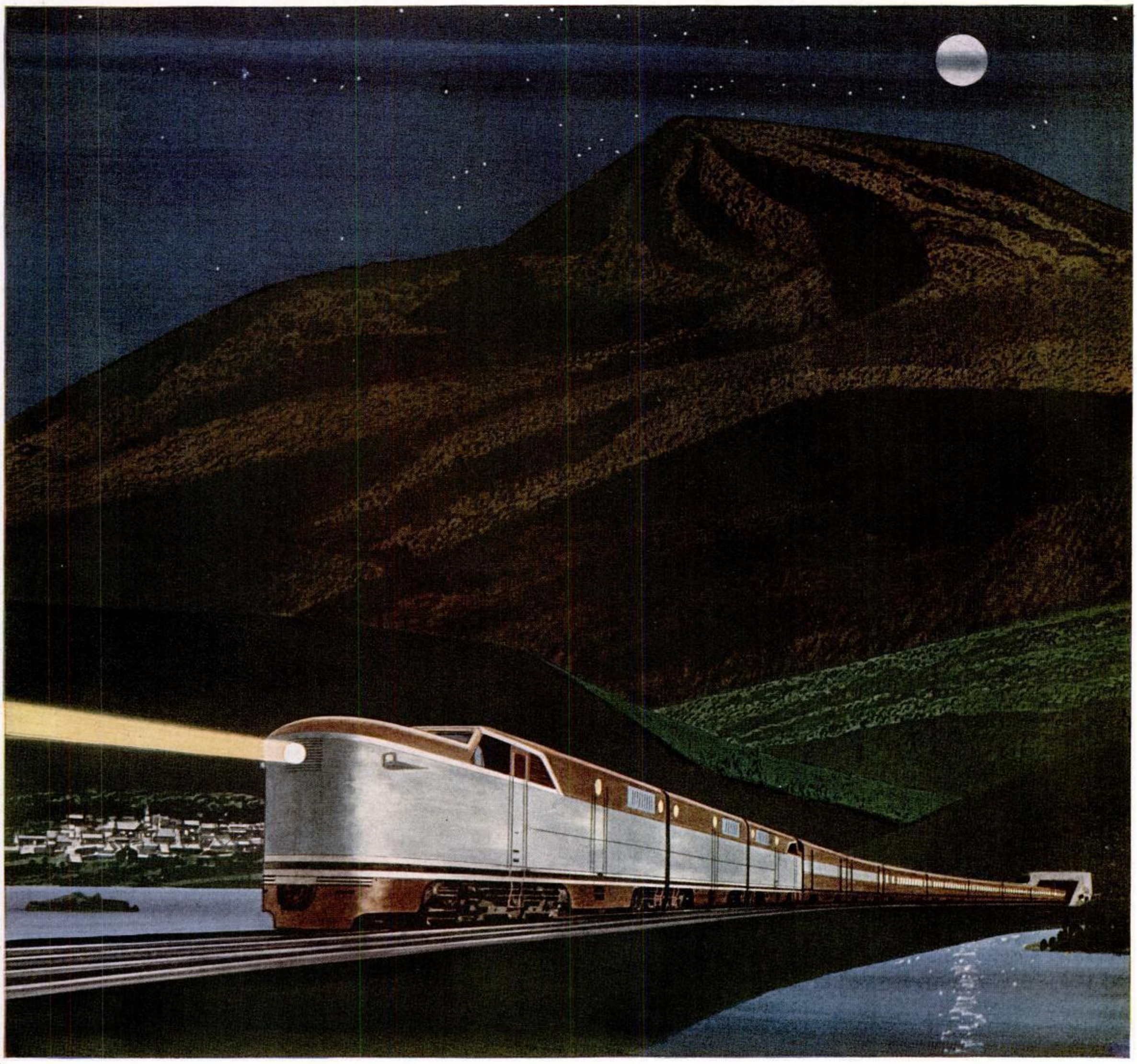
This is no dream, but one of the many new features of trains which are in production right now. Conveniences and comforts like special playrooms for children. Telephone service for passengers en route. Roomier, more comfortable sleeping quarters than you ever dreamed of.

Such developments are part of a modernization program estimated at $1,600,000,000, the greatest ever undertaken by America's railroads. And you'll enjoy them not on some distant tomorrow, but as soon as the modern postwar trains hit the rails.

American Locomotive

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NEW TRAINS!



LOCOMOTIVES AS REVOLUTIONARY AS THE TRAINS THEY PULL

To power your great new postwar trains, American Locomotive is building a line of Diesel-Electrics as revolutionary in design as the trains themselves.

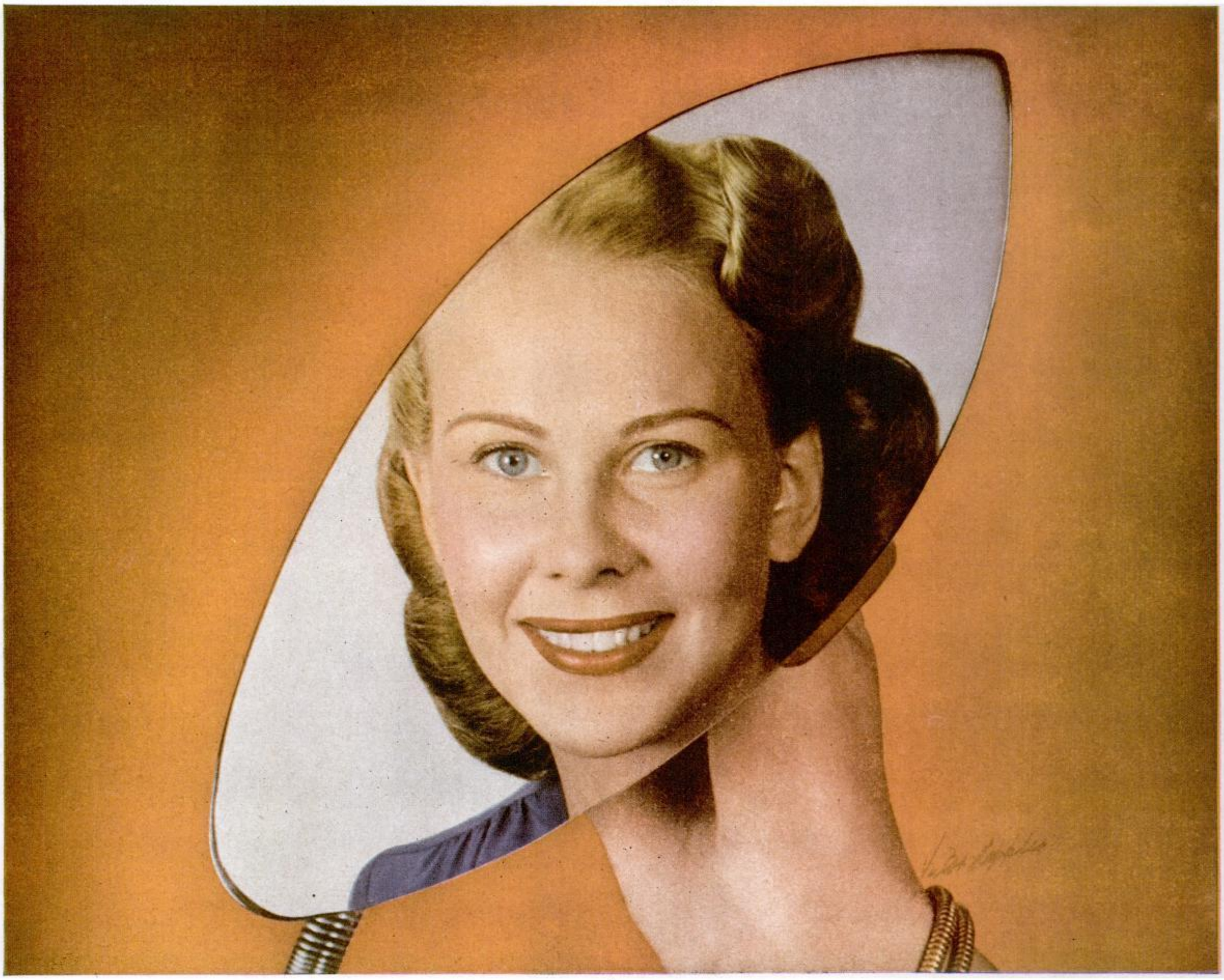
These locomotives are the result of important wartime research. They will be *years* ahead in speed, power, smoothness, and economy of operation—super locomotives to handle every hauling job a railroad has.

For over the years, American Locomotive has been responsible for a large share of the basic new improvements in locomotives. Alco built America's *first* Diesel-Electric back in 1925. Alco built the record-breaking locomotives that are pulling so many crack trains today.

And soon, when you board the new postwar trains powered by American Locomotive, you'll be behind the finest locomotives ever built!

Company ***Sets the Pace for America's New Trains***

Copyrighted material



YOU'LL SOON SEE YOURSELF in this new kind of automatic iron. For women like you—perhaps even you yourself—actually helped write the specifications. Through questionnaires, interviews and practical home tests, thousands of typical homemakers helped design the General Mills Tru-Heat Iron: an iron that holds temperature accurately for any type of fabric . . . an iron with a larger, longer soleplate for faster ironing . . . an iron that glides easily in any direction without bunching the material . . . an iron that rests safely on its side when not in use. But wait a minute . . .

Why have the makers of Wheaties made an iron?

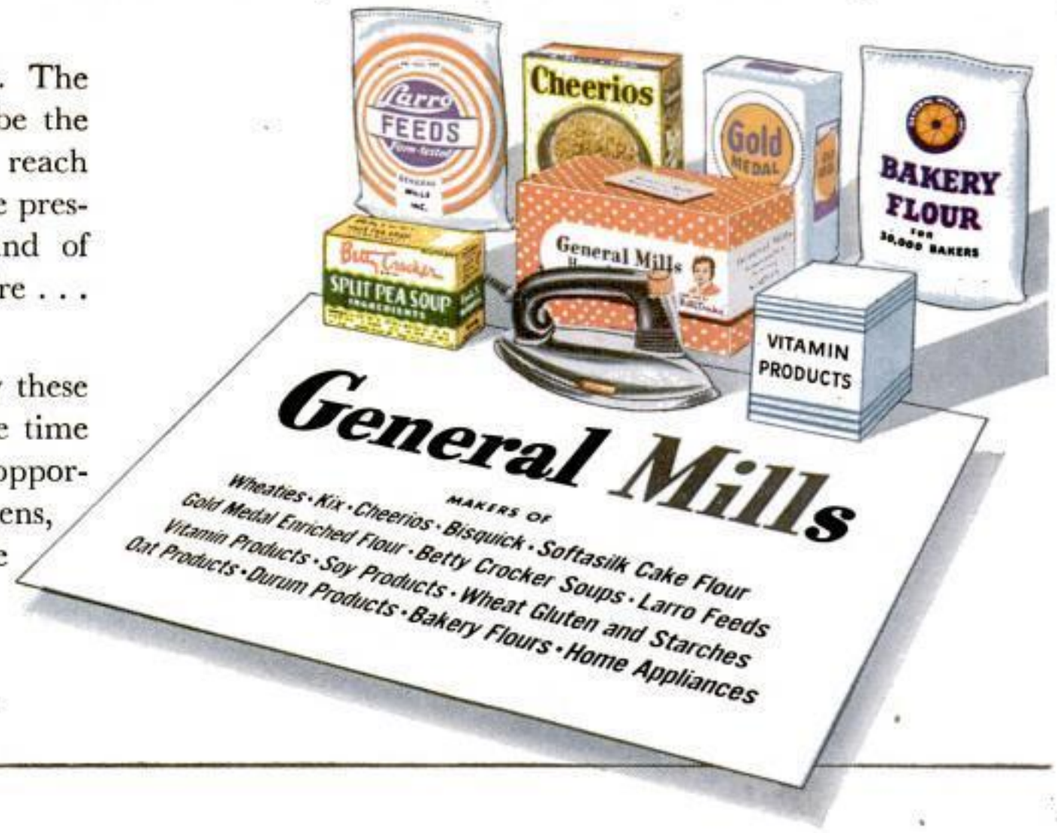
It may seem strange to you that a food manufacturer should suddenly start making home appliances.

Well, in the first place it isn't so sudden. For many years General Mills engineering skills have been highly developed by the creation of complex processing and packaging machines. During the war these skills were further sharpened in the production of even more intricate devices—secret naval ordnance such as gunsights and torpedo directors.

In peacetime it was only natural that these skills, backed by one of the world's finest precision machine shops, should be put to work for the benefit of General Mills' most valued customer—the American homemaker. The result is what we honestly believe to be the world's finest iron, now beginning to reach the market, with an equally remarkable pressure saucepan and a wholly new kind of automatic coffee maker still on the fire . . . all sponsored by Betty Crocker.

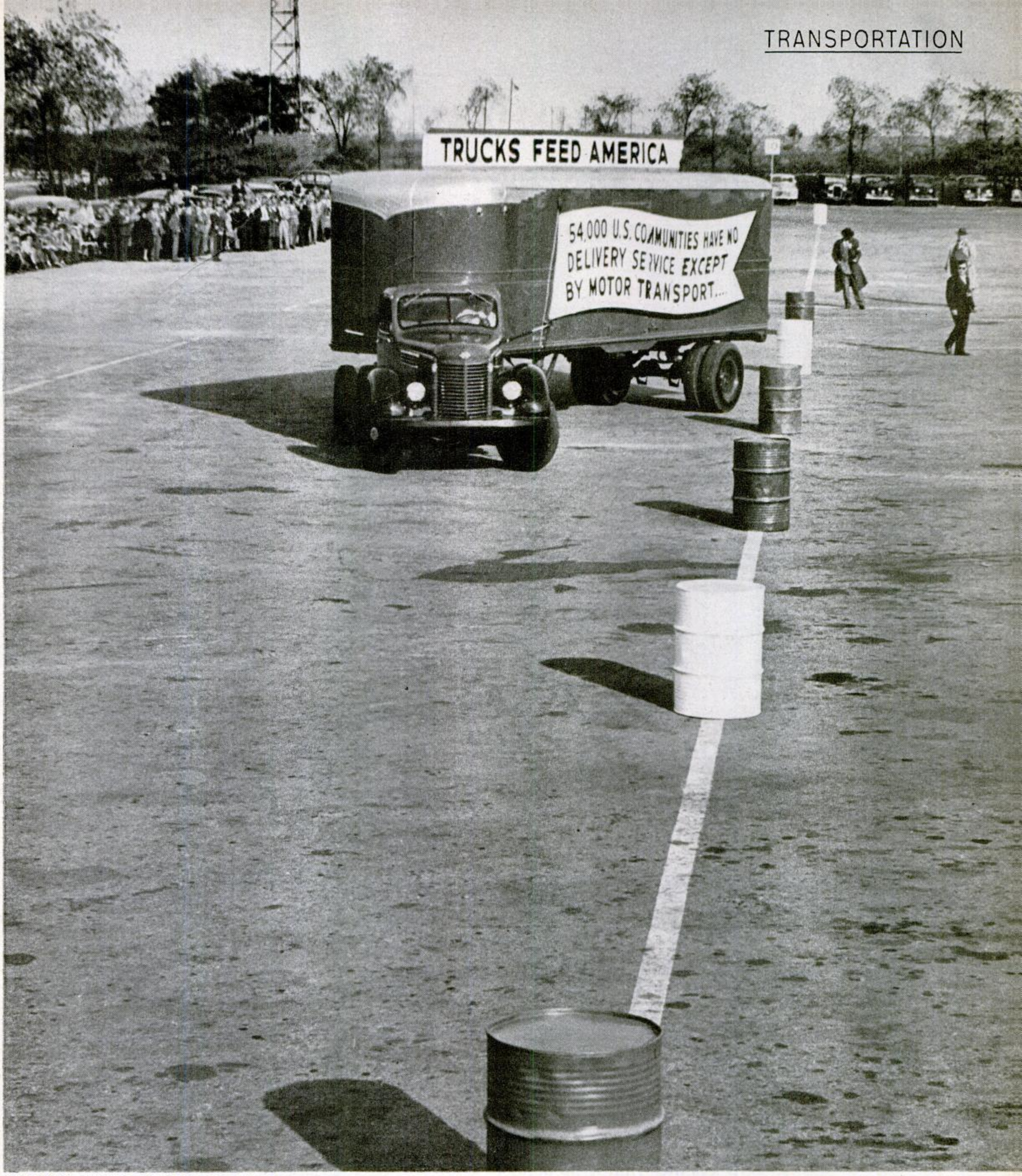
By making it possible for you to buy these better appliances, we have at the same time helped to create new jobs and new opportunities for hundreds of your fellow citizens, and a more stable income for the 12,300 General Mills stockholders.

These are the reasons the makers of Wheaties are making home appliances.



Copyright 1946, General Mills, Inc., Minneapolis, Minn.

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ENTRANT IN CHICAGO'S NATIONAL TRUCKING CHAMPIONSHIPS WEAVES SEMI-TRAILER BETWEEN PAINTED OIL DRUMS AS JUDGES (RIGHT) RATE HIS PERFORMANCE

TRUCK ROADEO

Best U.S. drivers show off their skill in national championships

The world's most skillful truck drivers are those in the U.S. Last month in a lot outside Chicago's Soldier Field the best U.S. drivers, all national or state champions chosen by the American Trucking Associations, met to compete in a glorified trucking championship called a "Roadeo." The Roadeo area was full of the most diabolically conceived trucking hazards. Its contestants, driving big trucks and bigger semi-trailers, were forced to park in simulated alleyways, skirt crowded obstacles and weave around oil drums (*above*).

Drivers were rated on politeness, personality, quizzed on safety regulations. But the actual operations on the Roadeo course were the most important event. Judges timed the drivers, gave the most demerits for the number of times that they shifted gears, made mistakes in parking or went crashing into the obstacles. Drivers were also required to find defects in their equipment which had been carefully planted there by the officials.

CONTINUED ON NEXT PAGE

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What kind of Man makes the Best Husband?



THE CAVE-MAN TYPE... You're apt to have trouble with this particular breed. He'll go to all sorts of extremes to prove how tough he is... even to the point of taking some mean-tasting laxative that acts like bottled dynamite. Even when the stuff knocks him for a loop, he'll be slow in admitting that

Some laxatives are too strong!



THE MILK-TOAST TYPE... This timid soul needs plenty of coddling. He likes to baby himself in everything, especially when it comes to taking a medicine. For instance, he'll go all-out for some wishy-washy laxative just because it's *supposed* to be on the mild side. Then, when it fails to give him the relief he needs, he'll begin to whine that

Some laxatives are too mild!



THE UNDERSTANDING TYPE... You'll have fewer troubles with this swell fellow. He listens to reason and avoids all extremes. So he's most likely to choose Ex-Lax when he needs a laxative. It tastes good — just like swell chocolate. And it *acts* good, too — gently, yet mighty effectively. Not too strong, not too mild...

EX-LAX is the "Happy Medium"!

IF YOU NEED A LAXATIVE WHEN YOU HAVE A COLD!

Don't dose yourself with harsh, upsetting purgatives. Take Ex-Lax — the Chocolated Laxative! It's thoroughly effective, but it's kind and gentle, too!

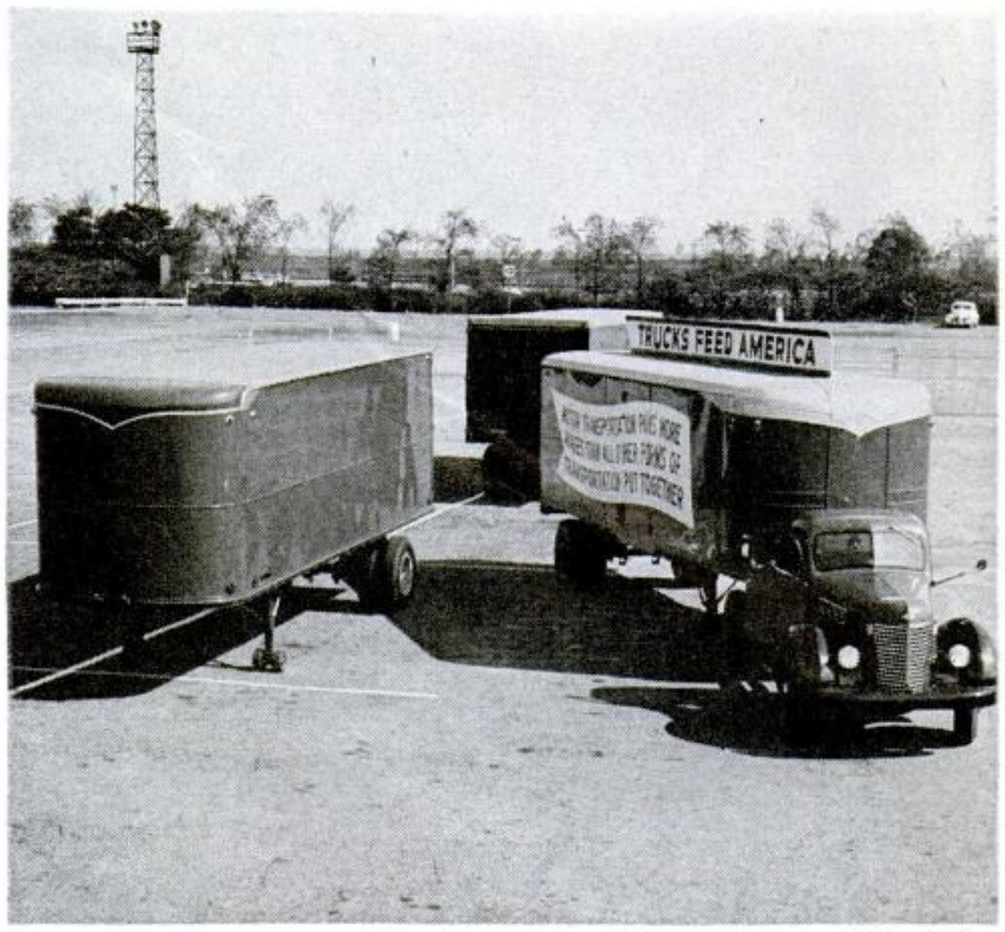
10c and 25c at drug stores



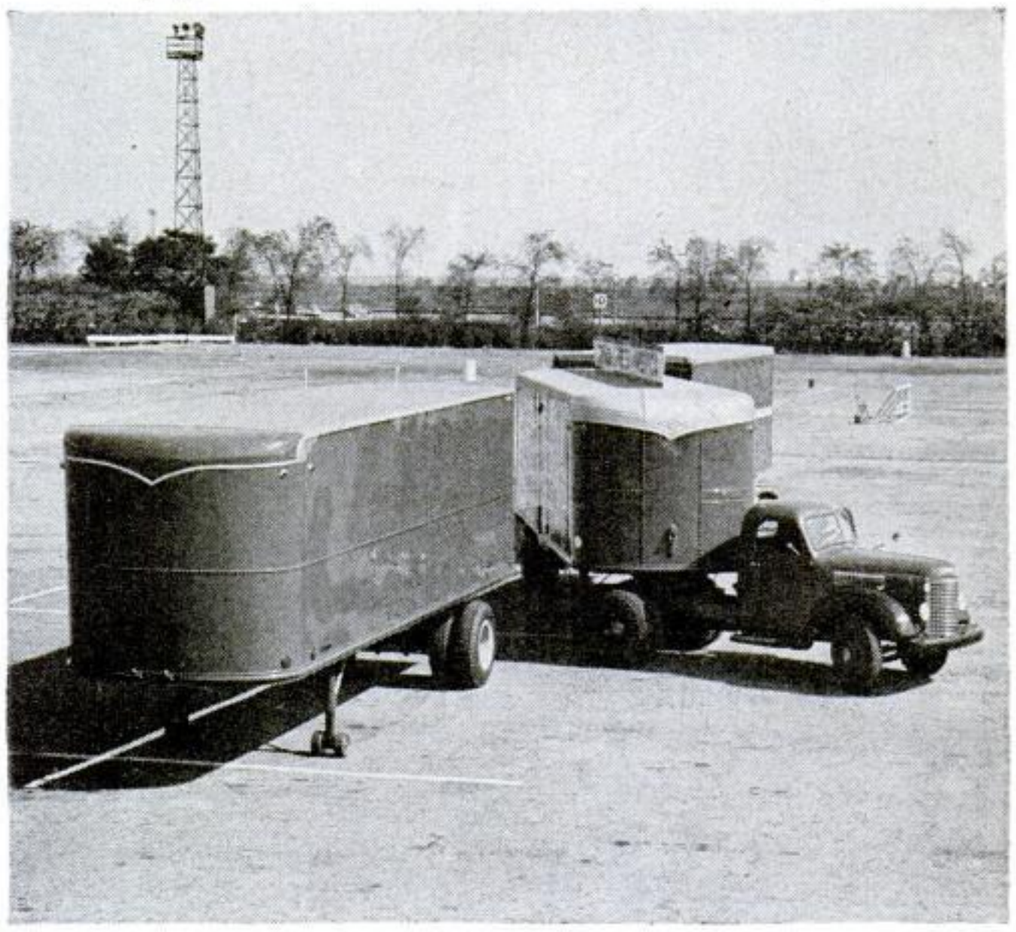
As a precaution use only as directed

EX-LAX

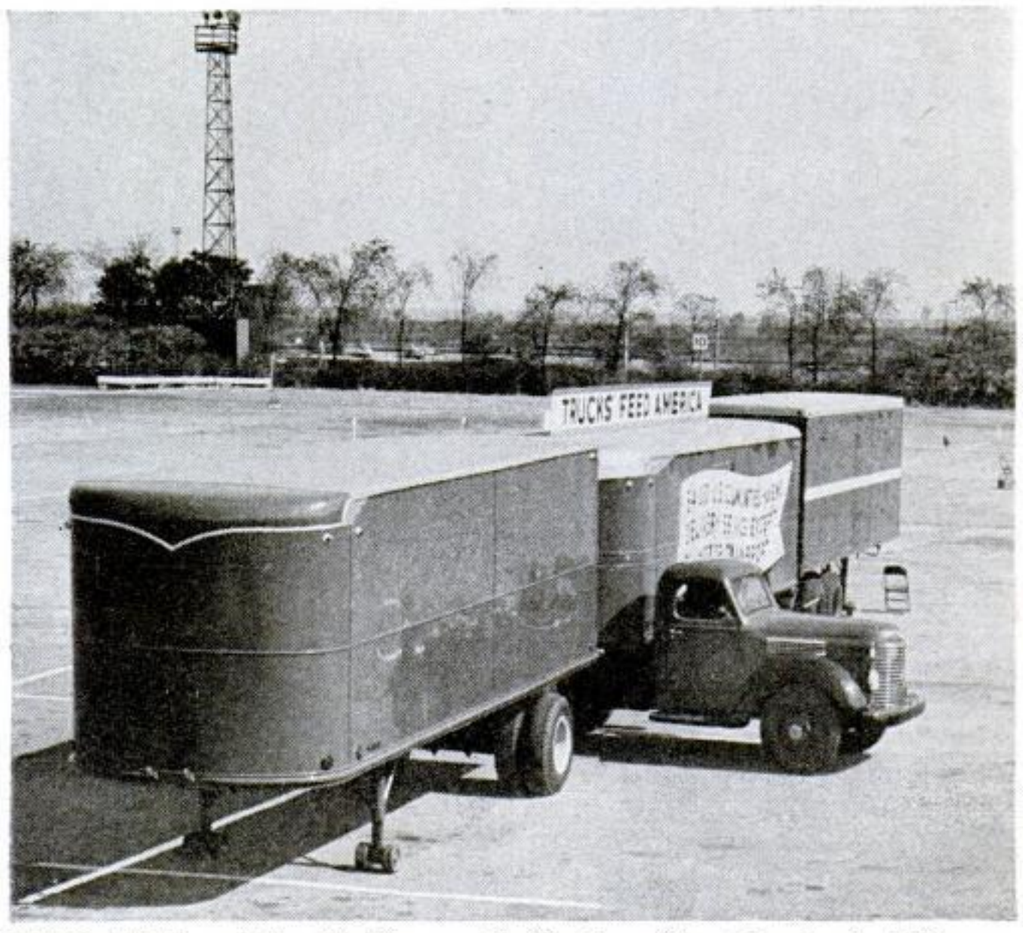
THE "HAPPY MEDIUM" LAXATIVE



PARALLEL PARKING skill is demonstrated by ex-Champion Leland Vandiver, who prepares to back 28-foot trailer into 32 feet between parked trailers.



BACKING IN without an assistant to call directions to him, Vandiver jackknifes semi-trailer into space. White line under trailers represents the curb.



SNUG FIT is made by Vandiver on the first try without having to shift gears once. He completes the task with truck cab at a neat right angle to its trailer.

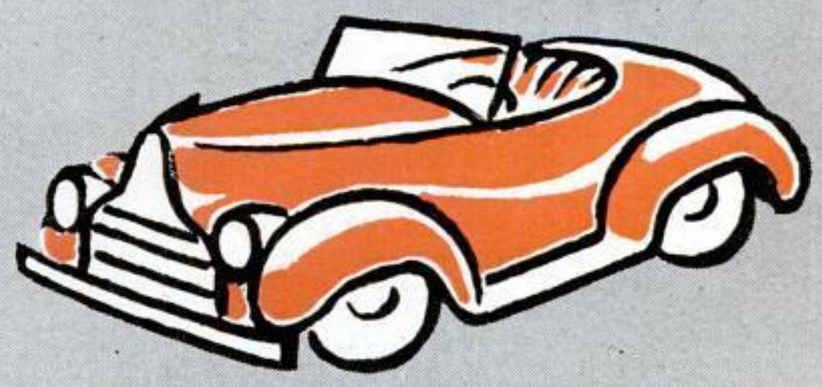
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Put



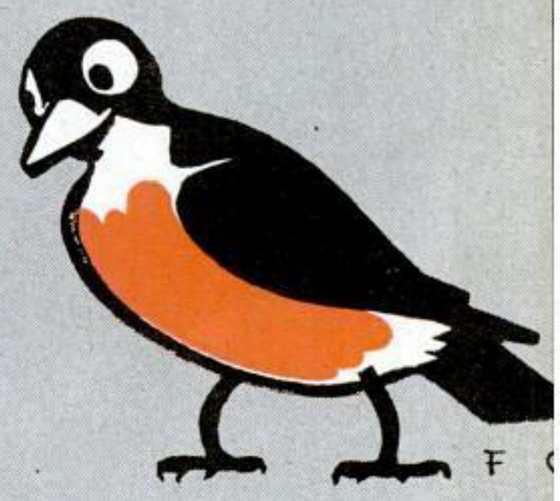
in your



when the



fall—and forget it till the first





Get set for winter driving now—with America's favorite anti-freeze that keeps your engine safe all winter long

YOU DON'T *guess* with "Prestone" anti-freeze; you *know* you're safe from freeze-ups, no matter how suddenly the thermometer dives. For, when you put in "Prestone" anti-freeze, it *stays put*. There's no boiling away or foaming off . . . no constant adding and testing. It prevents rust and corrosion too!

Because there's not quite enough "Prestone" anti-freeze for everyone this year, you'd better get yours early . . . see your dealer on that first chilly day. You'll have never a care till the warm days of spring—with "Prestone" anti-freeze.

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.
Unit of Union Carbide and Carbon Corporation
UCC

The words "Eveready" and "Prestone" are registered trade-marks of National Carbon Company, Inc.

SORRY—there still isn't quite enough "Prestone" anti-freeze for all who want it, because—



1 "Prestone" anti-freeze, like most other products, depends on the utilization of raw materials and equipment drawn from many fields. Recent industrial dislocations have affected our ability to acquire and construct the new facilities necessary to meet all needs. This plant-expansion program, not authorized during the war, has of course been planned for years. It is well advanced, but the real benefit will not be felt in 1946.



2 "Prestone" anti-freeze must be produced and *packaged* many months in advance of cold weather. Last spring and summer the world-wide food shortage diverted packaging materials to the need of starving millions. So your dealer may be selling "Prestone" anti-freeze from 5-gallon cans in addition to the familiar 1-gallon cans. This shortage of packaging materials also adversely affected our ability to meet 1946 requirements.

SAME PRODUCT
$2.65
PER GALLON
SAME PRICE

PRESTONE ANTI-FREEZE

TRADE MARK

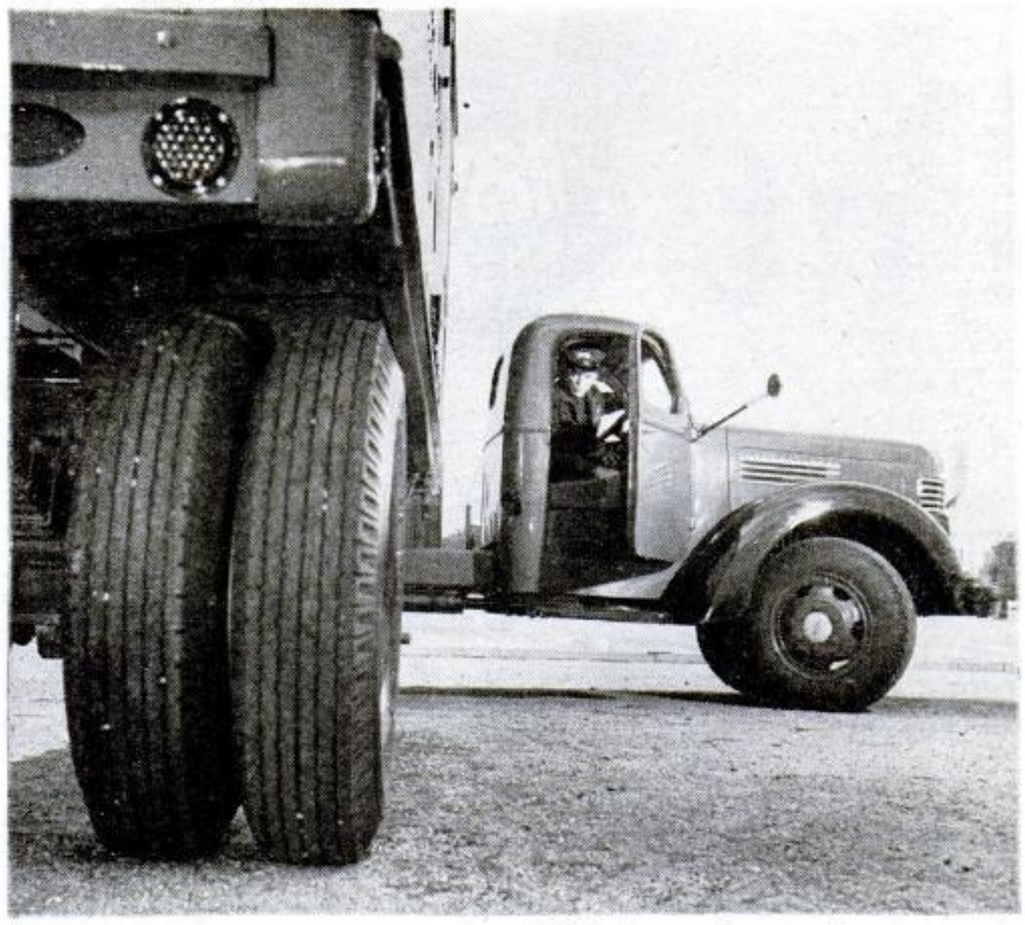
"YOU'RE SAFE AND YOU KNOW IT!"—ONE SHOT LASTS ALL WINTER

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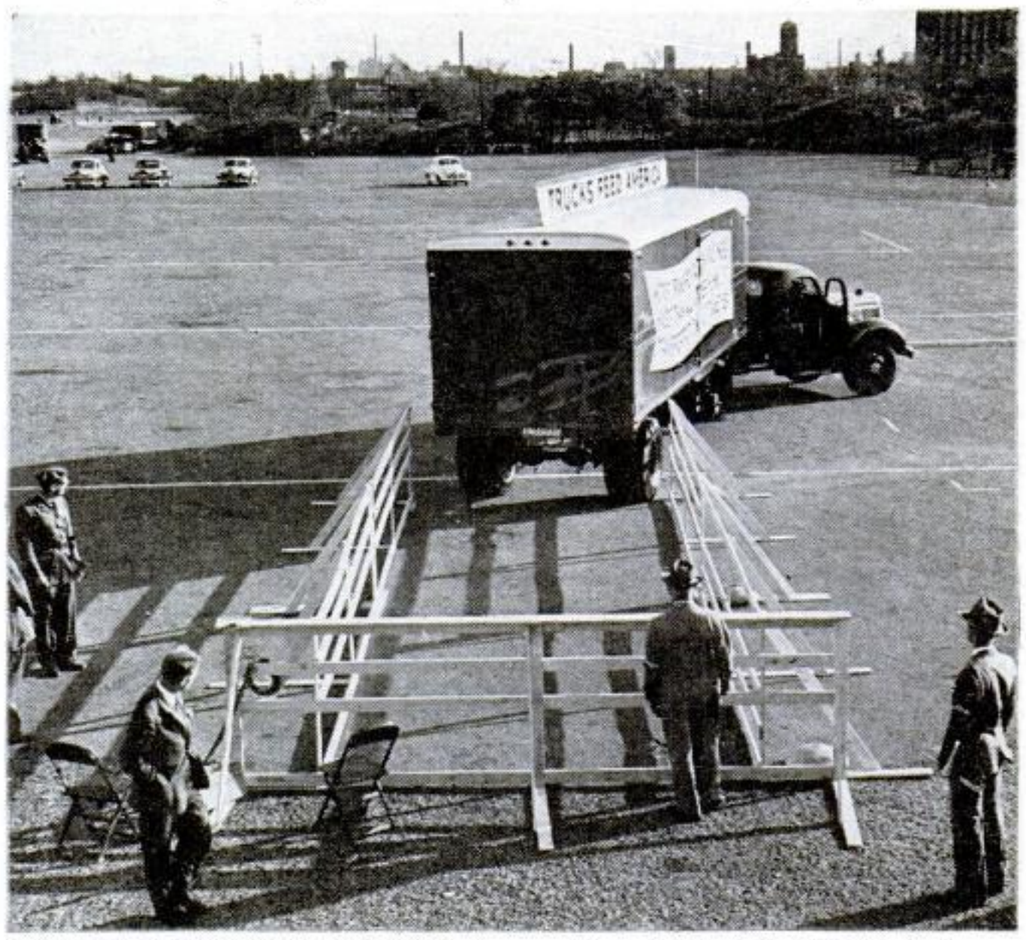


Gentlemen prefer the unobtrusive, cool, forest-fresh scent of Spruce . . . the smartness of its elegant simplicity. Spruce toiletries for men are unerringly correct and *appreciated.* Ivory plastic Shave Bowl with *lock-top* closure • Shave Lotion • Talc • Cologne Deodorant • Hair Dressing • Soap for Men • In sets or singly, one to three dollars.

Wrisley



LEANING NERVOUSLY from the cab, Vandiver, who won last contest in 1941, examines parking barrier. This year he did not even qualify for finals.



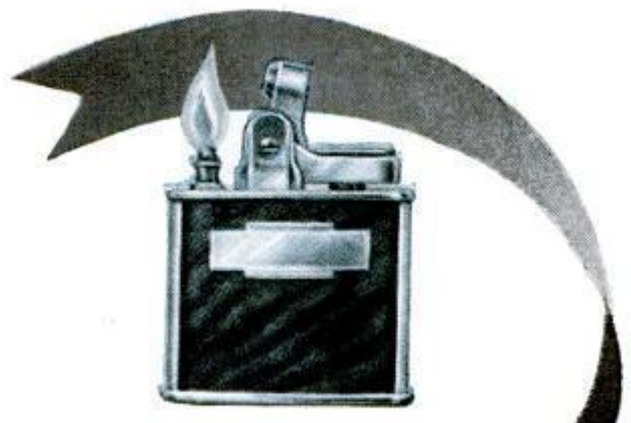
IN ALLEY PARKING TEST judges watch entrant easing trailer between barricades, representing sides of alley, and backing in with inches to spare.



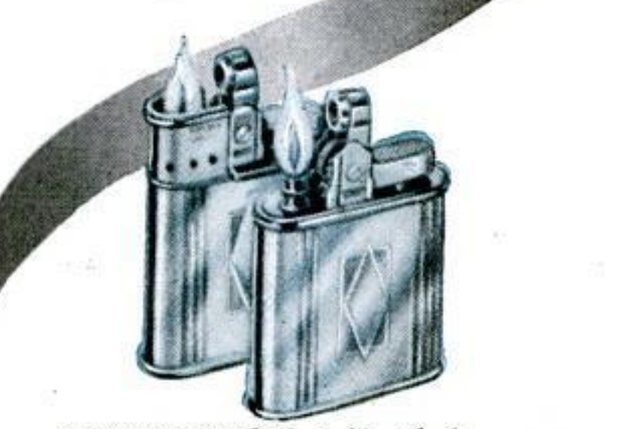
THE WINNERS, Charles Zimmerman (*right*), for semi-trailers, and Alexander Adamski, for trucks, hold trophies. They also get $50 per month for year.

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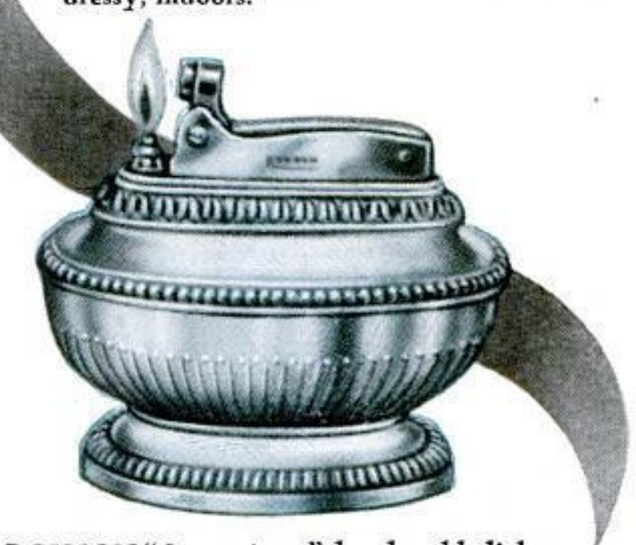




RONSON "Standard", popular model for pocket or handbag.



RONSON "Whirlwind" with disappearing windshield, sporty, outdoors . . . dressy, indoors.



RONSON "Queen Anne", lovely table lighter in gleaming silver plate.



. . . and to all . . . a Good Light !"

A RONSON lighter bears a gift message all its own. It says wordlessly but unmistakably, "I am an extra-special present . . . chosen with care to suit *your* taste for truly fine things." And, when the proud giftee tries that patented, one-finger, one-motion, RONSON safety action . . . *"Press, it's lit! Release, it's out!"* . . . the quick, answering flame declares . . . "and furthermore, I'll never fail you!"

☆ ☆ ☆

You cannot find a gift that will be used more often through the years than a RONSON lighter . . . an inspired present for cigarette, cigar or pipe smokers, and a constant reminder of your thoughtfulness. Choose from these and other models for every taste and every budget . . . from popularly priced pocket lighters to 14kt gold exquisites at $200. Individual orders cannot be filled direct.

And don't forget to include a RONSON SERVICER of finest Ronsonol fuel, Redskin 'flints' and wicks.

RONSON ON THE AIR—Tune in on RONSON's "20 Questions" Sat. nights, Mutual Network (Pacific Coast, Sun. nights). For time and station, see your local paper.

RONSON

WORLD'S GREATEST LIGHTER

Newark, N. J., Toronto, Ont., London, Eng.

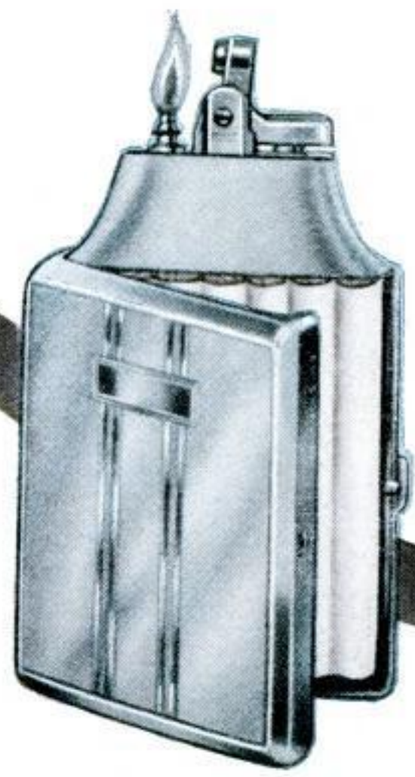
50th YEAR OF LEADERSHIP — RONSON — GOLDEN JUBILEE



RONSON "Mayfairs", dainty pair of dinner table lighters in silver plate . . . a gracious and decorative convenience for guests.



RONSON "Crown Lighter and Cigarette Urn Tray Set"—exquisite in radiant silver plate. "Crown" lighter also available separately.



RONSON "Mastercase", smart, convenient lighter-cigarette case combination.

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WHILE AMATEUR MODELS POSE FOR CATALOG PICTURES,
FASHION DIRECTOR FLUFFS SKIRT WITH TISSUE PAPER



IN THEIR OWN CLOTHES THE MODELS ARE JUST A BUNCH OF SLOPPILY DRESSED HIGH-SCHOOL STUDENTS. SHIRLEY ARNOW (RIGHT) IS THE GIRL ON LIFE'S COVER

AMATEUR MODELS

A mail-order house hires Arizona girls for latest catalog fashions

Like every other Chicago mail-order house, Aldens, Inc. has always transported professional models from New York and Hollywood to sunny Phoenix, Ariz. twice a year for its catalog photographs of teen-age clothes. This year, it dawned on Aldens that there was plenty of pretty modeling talent right in Arizona. When a general call went out from Aldens 300 Phoenix high-school girls answered. Among those chosen were the five girls shown above. They worked week-ends and after school, were paid $20 a day.

Aldens discovered that their amateur schoolgirl models, whose ages range from 14 to 16, fit perfectly the required specifications for height (5 feet 1 to 3 inches) and weight (90 to 105 pounds). But they also found the Arizona girls were fully an inch or two heftier around the hips, waist and bust than the mail-order measurements, which are: for hips 29 to 30½ inches; waist 21 to 23 inches and bust 29 inches.

IN SHIRTS AND SHORTS THEY ARE EXAMPLES OF WHAT THE WELL-DRESSED CATALOG GIRL WEARS. SKETCHES SHOW EXACTLY HOW THEY SHOULD POSE FOR PICTURE



CONTINUED ON NEXT PAGE

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Not only for BURNS

WE USE IT ALL THE TIME!





UNGUENTINE is a whole first-aid kit in one tube. It's the thing to use for little cuts, scrapes, bruises and irritations—any break in the skin. It gives quick, soothing, antiseptic protection for these everyday "skinjuries"—just as it does for burns.

1 *It relieves pain* 2 *It fights infection*

3 *It promotes healing*

Be sure there's a handy tube or family size jar in your medicine cabinet. *At all drug stores.*

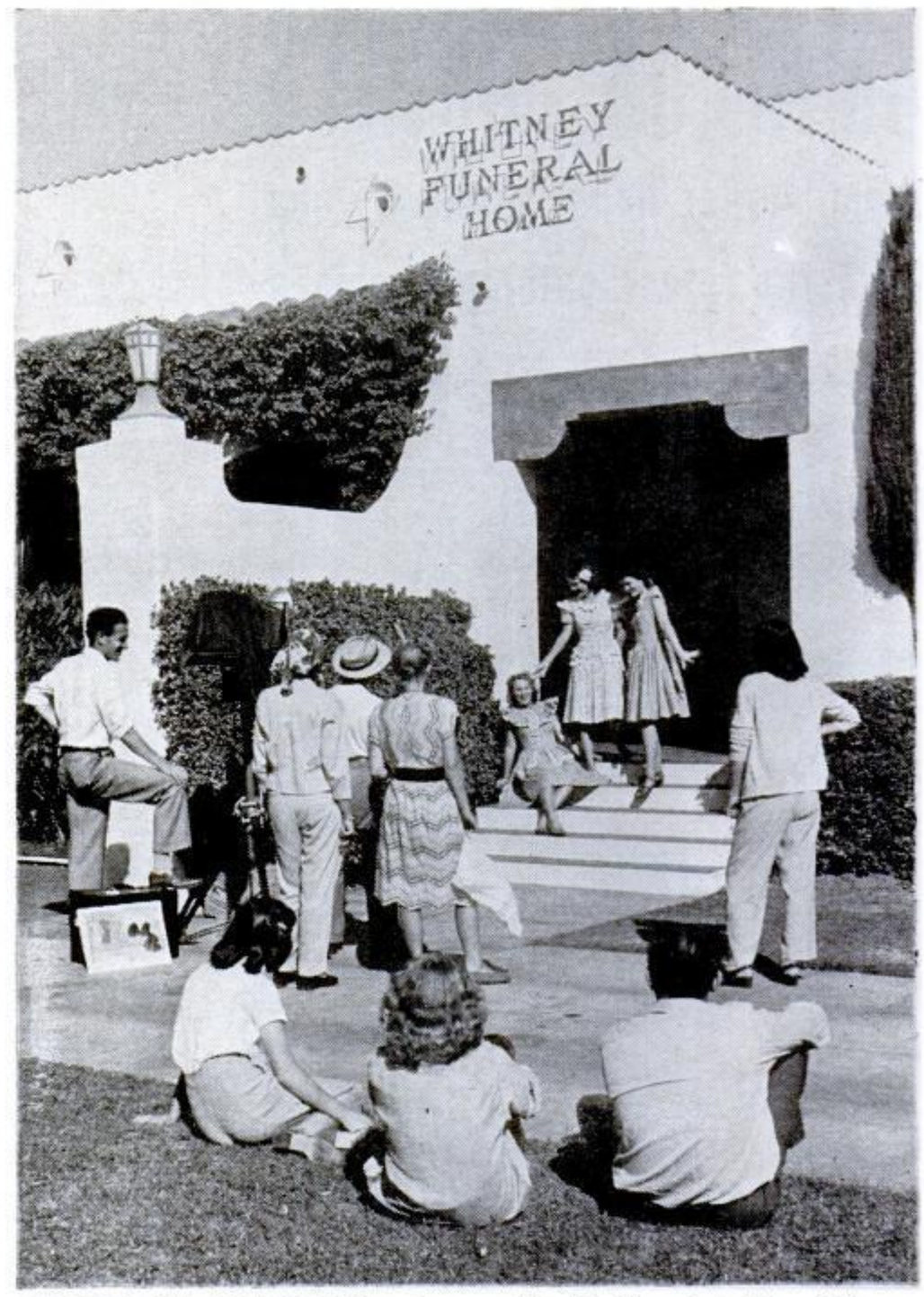
UNGUENTINE

(UN-GWEN-TEEN)

The First Thought in Burns



IN SPRING CATALOG the girls will look like this. They are wearing full cotton skirts ($3.98) and peasant blouses ($2.98), the favorites of teen-agers.



FAVORITE LOCATION for photographing in Phoenix is funeral home. With sign cut off in picture, this will appear as typical Arizona doorway.

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"COFFEE HARVEST"—*the famous painting by Lawrence Beall Smith. In cool, dewy shade—under an awning of taller trees—the finest coffee beans in gay red jackets slowly store up the rich "shade-grown" flavor that has brought Chase & Sanborn the biggest success in 82 years.*

Shade is a "must" for finest Coffee Flavor

• Fine coffees grown under shade add the wonderful "shade-grown" flavor that America loves in Chase & Sanborn. These "shade-grown" coffees explain why more people chose Chase & Sanborn in the past year than ever before in its 82-year history! Try it . . . and watch the smiling faces at your table!



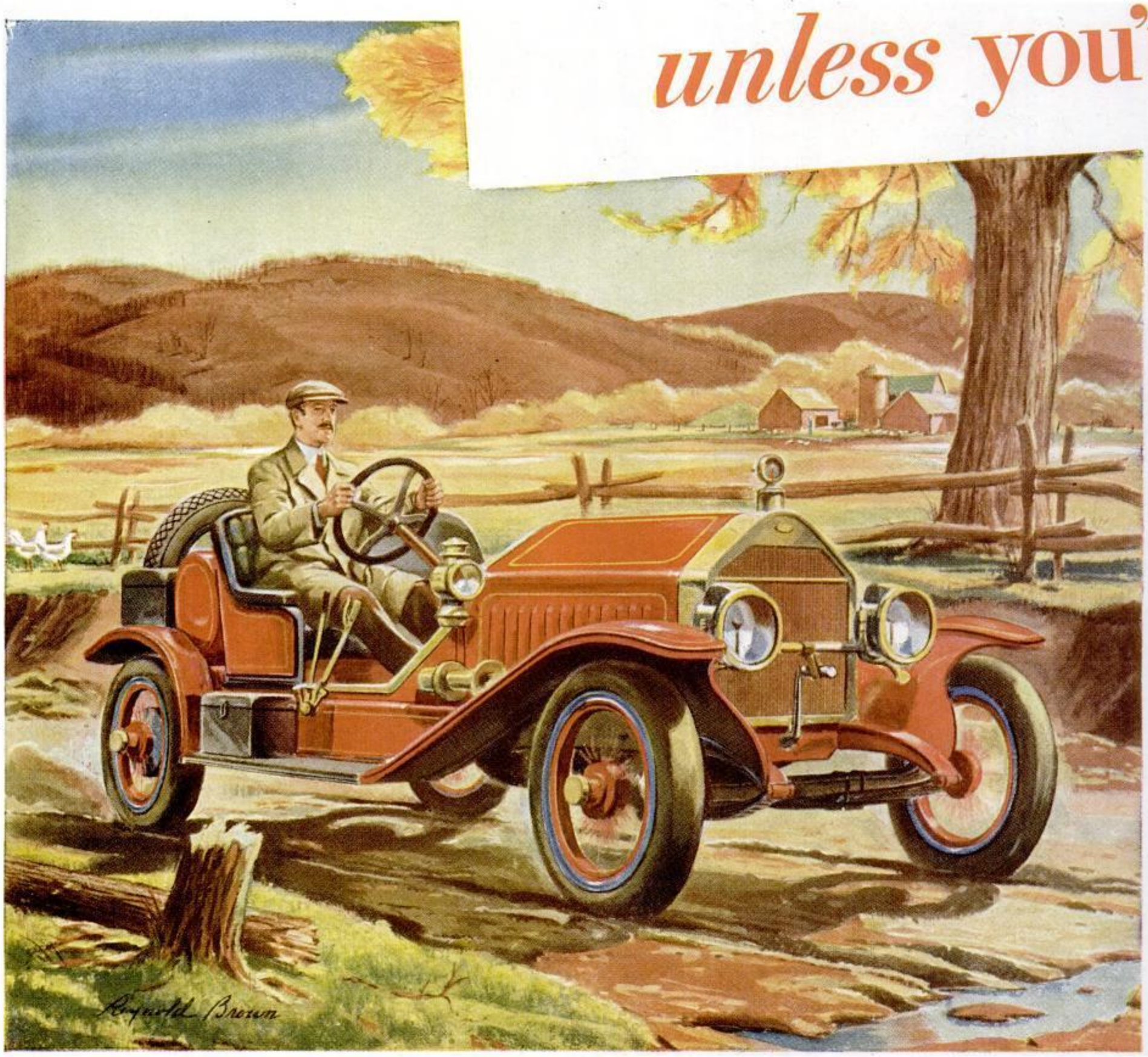


VACUUM FRESH to enable you to enjoy "shade-grown" flavor at its best! Get Chase & Sanborn in vacuum jar or vacuum can — in your favorite grind — today!

You get "Shade-grown" Flavor in **Chase & Sanborn Coffee**

Copyrighted material

You don't stay first *unless* you're best





1915 1946

Did you know that we've *never* sold a "new" Goodyear Tire? It's a fact. For when Goodyear develops a new tire, that tire is never released to the public until it has proved, *in actual use*, that it will give top mileage and safety.

Actual use has always been the final test for a new Goodyear.

Even as far back as 1915, when the new multiple-ply cord Goodyears were proving that average tire mileage could be *tripled*, Goodyear test cars ran approximately a million miles—a distance equal to 40 times around the world!

First—every year for 31 years

GOODY

Copyrighted material





More people ride on Goodyear tires than on any other kind

ANOTHER GOODYEAR FIRST!...
Goodyear tires in larger sizes are made with rayon cord.



Right now the tires at your Goodyear Dealer—are probably the most thoroughly tested tires ever offered to the American public!

Last year, Goodyear tire testing reached the amazing total of over 22 million tire miles—a distance equal to 45 round trips to the moon.

And a big chunk of that mileage was used to prove that the new Goodyear rayon cord tire—now available in larger sizes—will give you greater safety and mileage than you have ever known. No wonder Goodyear remains America's first-choice tire for the 31st consecutive year!

EAR

Copyrighted material



Gold pearl of the Orient

Lovely as a rare Oriental treasure—Textron's newest Hostess Coat of luxuriously quilted rayon satin.
In shimmering Gold Mist, fired with the rich beauty of Chinese Red. Textron-tailored
with famous precision . . . Textron-designed to keep you warm and lovely all winter long. Also in
Mandarin Red lined with Snow White, or deep Night Blue lined with Lotus Blossom Pink. Sizes 12 to 20.
Choose it or any one of the many beautiful Textron* Hostess Coats at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON

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THE PROTAGONISTS in the atomic-control dispute are shown at a meeting of the United Nations' Atomic Energy Commission. Bernard Baruch, whose advisers include the Army's top atomic man, Major General Leslie Groves, presented the U.S. plan last June 14. Britain's Sir Alexander Cadogan called it "a marvelous speech." U.S.S.R.'s Andrei Gromyko reserved his opinion, later offered a toothless substitute, has since denounced international inspection as a means of control.

The Atomic Stakes

In his war of nerves with Gromyko, Baruch refuses to trade the U.S. bomb monopoly for anything short of real international controls

by JOHN K. JESSUP

MR. Bernard M. Baruch, who presented it to the United Nations Atomic Energy Commission last June, has called the American plan for the international control of atomic power "generous and just." It is not generous enough for the Russians; Mr. Molotov calls it selfish and unacceptable, as does Gromyko. Henry Wallace, too, even after Mr. Baruch straightened out his misunderstanding of it, still dislikes part of the American plan. But Mr. Baruch sees no reason to change it in any important particular. As a result the nations are deadlocked on negotiations for control of the atom, the most important problem before the world today.

We may therefore expect a wider debate on this problem. Participants in the debate should at least avoid Mr. Wallace's opening error of not understanding what the American plan really is. They can then decide whether it is "generous" enough—and how much generosity is appropriate at this time.

The worst error that can be made about the U.S. plan is to underestimate it. Mr. Baruch is on record as seeking "the abolition not only of one instrument of war but of war itself." And his plan is backed not only by President Truman, Secretary Byrnes and certain key senators but by American military thinkers as well. Our professional warmakers take the atomic bomb so seriously that they place their main reliance on a political defense against its use.

The Baruch plan is also supported by enthusiasts for world government, who see in it—and not without reason—a long step toward the fulfillment of their dream. Not all of Baruch's supporters agree with this interpretation, but it is easy to imagine how the Baruch plan could lead to world government or at least to that part of world government which can be defined as a monopoly of ultimate physical force. A look at the plan will show how.

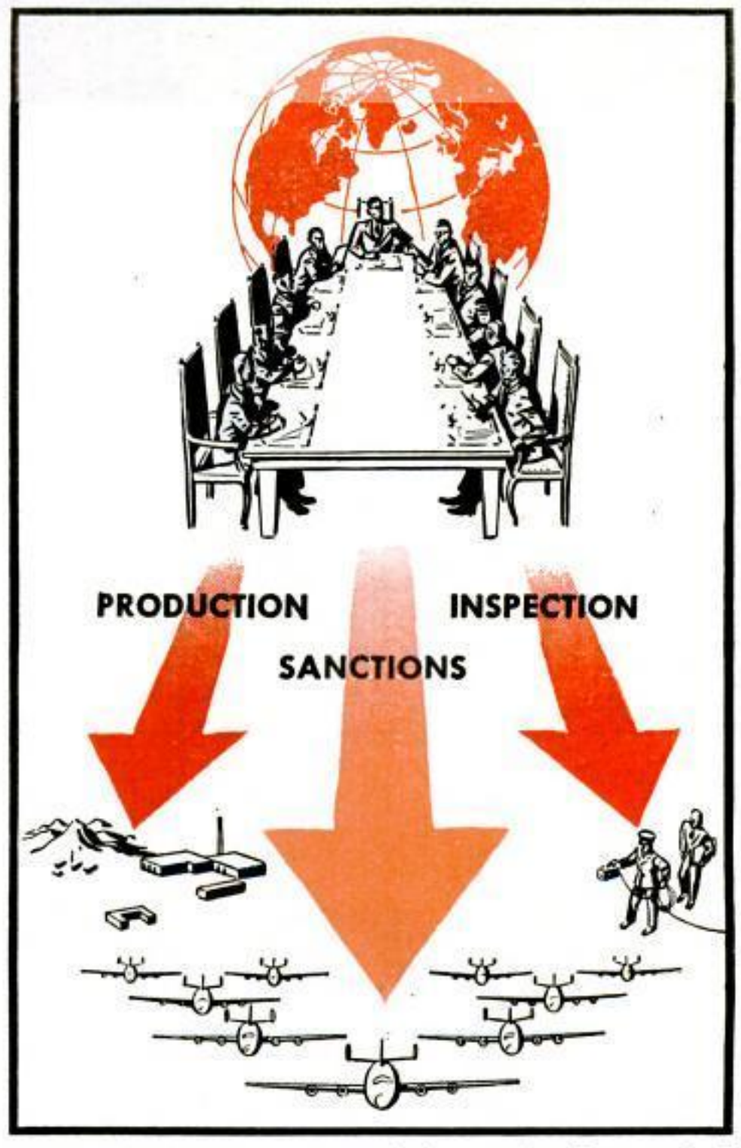
It consists of three "minimum essentials":

1. There shall be a supernational authority (called the Atomic Development Authority) with full power to own, manage, control, license or supervise all steps in the process of atomic fission to the extent necessary to insure its use for peaceful purposes only. The important word there is *insure.*

2. For this purpose the agents of the ADA must have free access to the relevant mines, factories and laboratories of all countries for inspection purposes, and must be able to tell the world what they find.

3. The ADA shall be backed by a treaty providing specific punishments for any individual or government that challenges its monopoly or interferes with its activities, and these punishments, "swift and certain," shall not be subject to anybody's veto.

In addition to a monopoly over all dangerous uses of the atom, the ADA would be charged with the development of peaceful uses and "must itself be the world's leader in the field of atomic knowledge." This superior knowledge



ESSENCE OF U.S. PLAN is international control of dangerous processes in atomic production, inspection of all production and fixed sanctions against all violators.

CONTINUED ON NEXT PAGE

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would reinforce ADA's statutory power. Moreover the plan openly contemplates that the ADA or a similar body should ultimately extend its monopoly to "other weapons adaptable to mass destruction." Such a monopoly could reduce war between nations to the comparative harmlessness of feudal jousting—*provided* the signers of the treaty stick by their prior agreement to take automatic sanctions against anyone who challenges the ADA. Their only alternative would be to scuttle their word and the United Nations with it. But at that point no nation would have any atomic bombs, whereas the ADA would know better than any single nation how to make them. The ADA, with whatever nations chose to back it, might thus dispose of ultimate physical force in the world. To dispose of ultimate physical force is at least half the definition of a sovereign government.

GROMYKO SAYS IT VIOLATES "SOVEREIGNTY"

MR. BARUCH, in elaborating his plan, does not call it world government. "International law with teeth" is his phrase, teeth being exactly what international law has never had before. But even that is too much for Mr. Gromyko. First he offered a Russian counterproposal, a vague agreement to "outlaw" atomic bombs, which the London *Economist* called an "atomic Kellogg Pact." Next he objected to the automatic sanctions in the Baruch plan, since they seemed to infringe the sacred veto rights which the big powers had won with so much bluff and sweat at San Francisco. Finally he denounced international inspection as a means of control on the ground that it is "not in conformity with the sovereignty of states."

Note that the Russians do not claim that control by inspection is "impractical," as some Americans do. Indeed a subcommittee of scientists, among them a Russian whose assent was cleared with Moscow, reported unanimously a few weeks ago that a control system is entirely feasible from a technical point of view. The Russian objection is solidly grounded in the political word "sovereignty." When he used it, Mr. Gromyko put his finger on the heart of the Baruch plan. It is the most far-reaching invasion of sovereignty, including U.S. sovereignty, ever proposed in all earnestness by a great power.

THE INSPECTION SYSTEM IS CRUCIAL TO THE PLAN

NO other objection leveled at the Baruch plan is so crucial as the objection to an international inspection system. The Atomic Scientists of Chicago, whose members pin their hopes on an inspection system, called Gromyko's statement "perhaps the most disheartening statement heard in the Commission thus far." Mr. Wallace himself calls inspection "vital" and aligns himself fully with Baruch, not Gromyko, on that point. For on this the nuclear and political scientists agree: that if a supernational body is not able to know what every nation is doing with its uranium and other fissionable materials and disclose this knowledge to the world, a secret race in atomic armaments will surely ensue. Indeed, it has already begun.

THE PLAN MUST PROCEED BY STAGES

A SECOND objection to the Baruch plan was first voiced by *Pravda* and repeated last week by Mr. Molotov. According to this objection the Baruch plan is just a scheme "to consolidate the U.S. monopoly" of bomb production, since Baruch has not said exactly how and when the U.S. would stop production and turn its stockpile and know-how over to the ADA.

Vague the plan is on this point, and necessarily so. The Assembly, in their unanimous resolution setting up the Commission, told it to work "by separate stages the successful completion of each of which will develop the necessary confidence of the world before the next stage is undertaken." The Acheson-Lilienthal report, on which Baruch's plan is largely based, was also insistent on "stages." To the authors of the plan it is not a question of consolidating a monopoly but of surrendering one. The purpose of staging is to make sure that during the transfer America does not lose control of the atom faster than the ADA is able to take it. Throughout this transition it is intended that each nation remain in relatively the same power position toward the other nations, while the ADA drains power proportionately from all. Thus while Russia and other signers renounce their freedom to experiment with atomic bombs, we do the same, and we throw in our stockpile of bombs as well—but at a rate which will preclude tricks.

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To preclude tricks is a tricky business. The definition of these stages is one of the most delicate exercises in the history of power politics. Mr. Baruch's staff men, pressed for preliminary proposals, have already drafted and torn up three or four. But it does not make their work any easier when its major premise is distorted as Mr. Wallace distorted it. Referring sympathetically to the *Pravda* objection, he said in his July letter, "We must be prepared to reach an agreement which will commit us to disclosing information and destroying our bombs at a specified time or in terms of specified actions by other countries, rather than at our unfettered discretion." That, as Baruch pointed out to him, is exactly what we intend to do. The same treaty which sets up the ADA will bind us to surrender, piece by specified piece, the knowledge and power that will bring the ADA to life. There is nothing "unfettered" about that. Except between keeping the treaty and breaking our word, there is no discretion.

WHY WE DON'T STOP MAKING BOMBS NOW

THERE is a third objection to the Baruch plan, or rather to the American negotiating tactics, which Mr. Wallace now calls "the central issue" and which is likely to prove a central focus of debate. This is the question of whether, since we seek to outlaw their use (as do the Russians), we should not stop making and stockpiling bombs during the present negotiations.

Mr. Baruch himself does not know whether the Army is actually making bombs; though if it were more important to him to know than not to know, no doubt he could find out. Presumably we are making bombs; certainly we are making the raw material of bombs. Why don't we stop?

One ready answer has been, "Why don't the Russians, as we have done, demobolize their army?" It is not an entirely satisfactory answer, if only because atomic bombs and soldiers are not equivalents. If we were to destroy so many bombs in return for the demobilization of so many soldiers, we would have to reckon with the fact that soldiers can be remobilized in a few days, whereas bombs cannot. Regardless of our intention to outlaw their use, atomic bombs are at present our principal national armament. To stop making them would be an act of unilateral disarmament which many millions of Russia-fearing Europeans would hear of with dismay. Since it would be unilateral, it would also be suspect, we could not make the mere announcement convincing unless we invited inspectors to measure the actual extent of the disarmament. The Russian plan, for example, asks us to destroy (within three months of the outlawing pact) all bombs "whether in finished or semifinished condition." This might mean not just dismantling Los Alamos, but stopping production at Hanford and Oak Ridge as well. The actual assembly of a bomb is a small part of the whole atomic fission process. Indeed three fourths of that process (beginning at the mine) is the same whether a bomb or atomic power is the goal. Hence to "stop making bombs" would be either a somewhat hypocritical concession or it would retard the development of atomic power for peaceful purposes. Suppose, moreover, that we did stop bomb manufacture and then later thought it necessary to resume, at a time of international tension? The diplomatic effect of the resumption might be far out of proportion to our intent.

So, at any rate, runs the argument. If the atomic negotiations are a card game, our temporary monopoly of the bomb may be likened to a great big ace of trumps. It is the highest card in the deck, but it can only be played once and it cannot be exchanged for a more flexible handful of kings and queens. Instead of whittling it away, therefore, Baruch and his men prefer to play to win the highest stakes.

But should the negotiations be a card game? Are not all nations seeking the same end? Is it not our interest and duty to do anything, however "unilateral," that will sweeten the diplomatic atmosphere with mutual trust? If we stopped our end of the atomic armament race, would not the Russians relax their own frantic efforts to catch up? Mr. Wallace thinks they might. It is a viewpoint which does not necessarily involve any intellectual dishonesty.

Diplomats who have had most to do with the Russians are least inclined to this viewpoint. They feel that instead of seeing the end of the card game, the Russians would interpret our unilateral disarmament as a lead from weakness, a sign of bourgeois funk. Although the Russians would naturally welcome any concession on our part, there is no concession which will protect the world against an atomic war except the whole package of international control which we are trying to sell. We offer to give up our bombs and share our know-how in return for a system under which no other nation can make bombs either. But anything less than that

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system and anything short of the full concessions it requires are not worth discussing. Partial concessions may change the balance of power, but they will not bring us any nearer our goal. So runs the official U.S. view.

THERE IS ROOM FOR COMPROMISE IN THE VETO

DOES this mean then that there is no room for compromise in the U.S. plan? That the stalemate must go on and on until one day Russia gets her own bombs. Not necessarily. For there is a fourth criticism of the Baruch plan which, although Mr. Baruch himself will not concede it, does in fact mark an area where concessions might be made with little risk, if not to the peace of the world, at least to the safety of the U.S. This is the issue of automatic sanctions and the veto, which Mr. Wallace and many other critics have called "completely irrelevant" to the main task.

There are two parts to the veto question, one of which is very relevant and the other of which is debatable. The treaty setting up ADA must surely give its administrators freedom from a veto on their day-to-day acts. The administrators will have trouble enough without having to check every decision with the Security Council. They will need very wide leeway in order to do their job at all.

But the veto question arises more debatably when sanctions are applied. The Baruch plan would include in the treaty a specified punishment for every specified offense. These offenses might range from trivial to serious. The penalties should be in proportion. A veto at this point, by introducing a political factor, might exaggerate a trivial violation or shield a serious one.

Wallace says that once the treaty is violated, "the question of veto becomes meaningless. . . . As in the case of any other treaty violations, the remaining signatory nations are free to take what action they feel is necessary, including the ultimate step of declaring war." Sure they are; everyone has a right to self-defense. But the purpose of an international organization like the U.N. is to insure *concerted* action against outlaws. A *sauve qui peut* adjournment of the Security Council would mean the collapse of the United Nations, perhaps over a minor issue; and it is this breakup, as well as the "ultimate step" of war, which Baruch's automatic sanctions are designed to avoid.

The automatic sanctions are warmly defended by all the smaller nations, who never liked the veto anyway and whose survival depends on the survival of the United Nations. Their warmth is, in fact, a little embarrassing, for the veto is a Russian trademark and any attack on it seems anti-Russian. Actually Baruch has not attacked the veto as a structural element in the U.N. Charter. His proposed limitation is concerned solely with violations of the ADA treaty. If that limitation on the veto should later spread to other spheres of U.N. activity, it will be somebody else's doing, not his.

But, from the strictly selfish standpoint of American security, even Baruch's partial limitation on the veto is not the most vital part of the plan. For it is the ADA report of a violation and not the Security Council's action thereon which we count on as a warning to defend ourselves against an atomic attack.

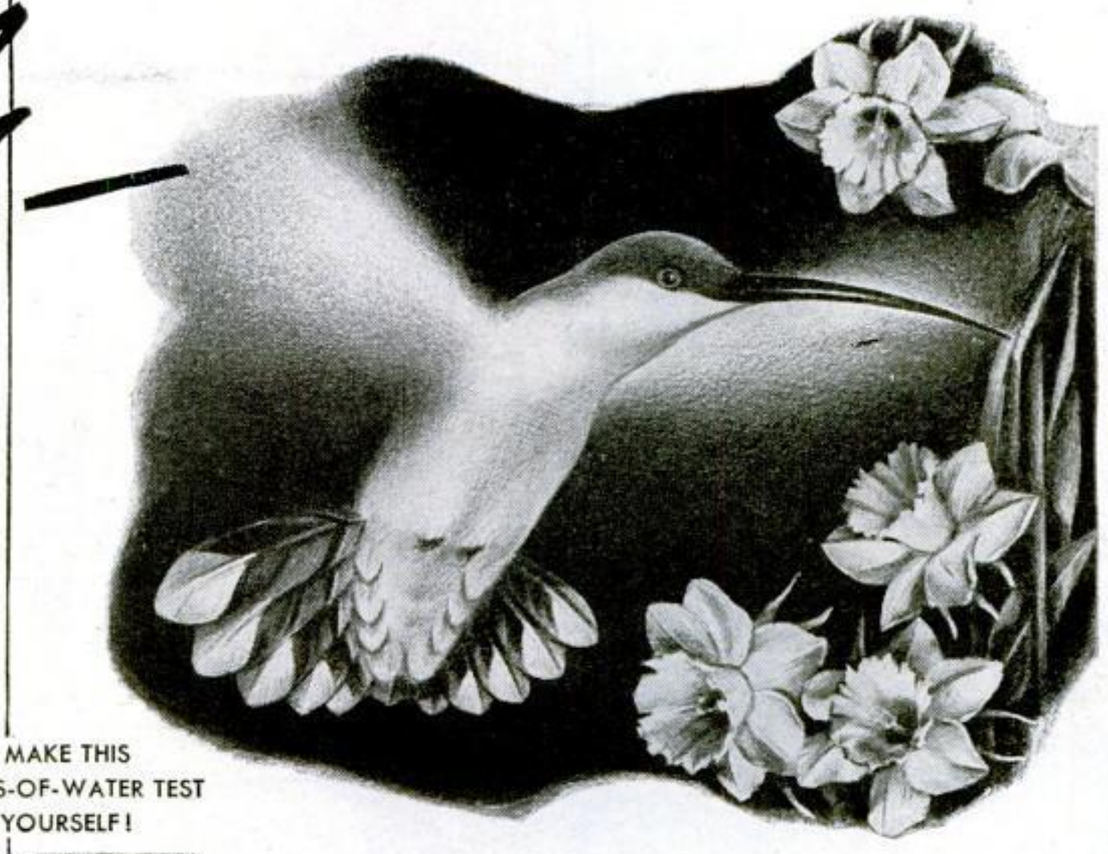
Suppose, for example, that the ADA licenses an atomic power plant in Smolensk, and one day its inspectors are denied entrance and told that the Red Army has seized the plant, together with several uranium mines and chemical plants. The ADA reports this to the world, but Russia vetoes action and the Security Council collapses like the old League. Would the U.S. government fly into a panic? Not if the ADA has been operating according to plan. The ADA has been taking all the output of the uranium mines and supplying the Smolensk plant with fissionable materials which have been "denatured," making them suitable for heat but not for explosives. ADA inspectors have not found any previous evidence of secret diversion of materials. ADA knows that the fissionable materials at Smolensk cannot easily be "renatured"—made suitable for explosives—and that because of this Russia cannot produce a "militarily significant number" of bombs in less than three months to a year. The world and the U.S. are thus given a clear warning and enough time to make retaliatory bombs. The ensuing armaments race might lead to the destruction of Western civilization or it might lead to a standoff. But Russia would not have had more than a few days' head start (from scratch) in the rearmament race. If we failed to catch up, it would be our own fault.

The denaturing process, of which too much was made by hasty interpreters of the Acheson-Lilienthal report, is no substitute for an ADA inspection and control system. But it does make inspection easier by permitting a more flexible distinction between "dangerous" and "nondangerous" atomic activities. Nondangerous ac-

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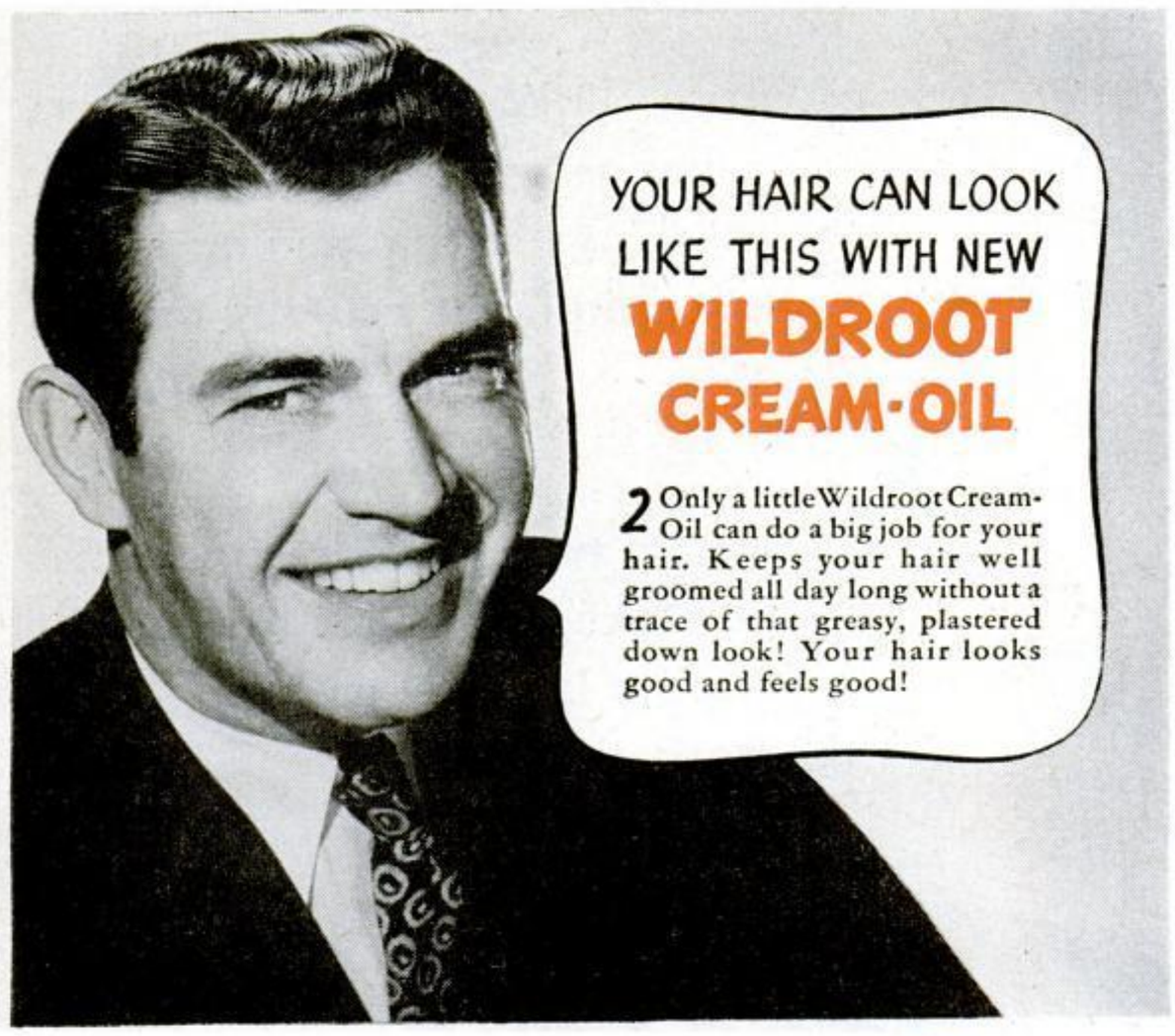
Second, this powder is compressed into giant tablets (extreme left) 18 times larger than normal. Third, these "giants" are crushed back into powder, sifted, and then the familiar Bayer tablets millions know so well are finally made.

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tivities could be supervised with a light hand; dangerous and borderline activities would be directly controlled or watched. An infraction of the latter would be an automatic warning, with no need to prove intent. What the U.S. has to fear most is not a challenge to its atomic position but a challenge that has been secretly prepared. That is why the inspection system is far more vital to our safety than any sanctions system, however desirable such a system may be.

THE RUSSIANS FEAR INSPECTION MORE THAN SANCTIONS

WITH Russia the case is probably just the reverse. Our insistence on an inspection system must seem more inimical to the Soviet rulers than automatic sanctions would be. At least if their regime is incurably totalitarian and depends for survival on the iron curtain, an international inspection system would threaten it more certainly than any system of mere international law, with or without teeth. Gromyko, when inspection is discussed in the Commission, holds that each government should control and inspect its own atomic enterprises. The world would have to be satisfied with commissars' reports.

By-passing this fundamental disagreement over who should control, the Commission negotiators are able to go on exploring technical problems of how and where to control. Baruch's team keeps telling itself that when the Russians know more about the whole problem, they will begin to see things our way. But the Russians are in no hurry. They appear to have made a careful calculation and decided that Russia has less reason to fear an atomic attack than she has to fear inspection. Meanwhile, according to their latest budget announcement, the Russians have doubled their own expenditures on scientific research.

Thus Baruch's position today is that of a general in a war of nerves. If it were just his nerves versus Gromyko's, he might win. But there are two factors in the war of nerves which he cannot be sure will always be on his side. One of these is American public opinion and the other is time. As Russian scientists try to make the second work for their side, so Russian propaganda tries to win the first.

The current line of Russian propaganda is to make Americans feel ashamed of their bomb monopoly and of the so-called "intransigence" of Mr. Baruch and the so-called Wall Streeters around him. Joseph Starobin in the *Daily Worker*, for example, hopefully ascribes a "sense of guilt and fright" to American opinion, and gloats that John Hersey's "magnificent story" about Hiroshima is "shot through with a guilt feeling." The *Worker*, besides backing Wallace's criticism, also accuses Baruch of "waving the atom bomb in mankind's face." This note was struck again in a resolution passed by the recent Chicago conference of Progressives—a resolution which Baruch's friend Ickes publicly repudiated. Connoisseurs of Communist transmission belts point out that shortly before the Wallace blast and the Chicago conference, Gromyko correctly prophesied to Baruch that the popular support his plan had hitherto enjoyed in America would soon prove less than unanimous.

Since September there has been a noticeably friendlier accent in Russia's dealings with the Western World. Last week, Stalin said he favored "a strong international control" of the atom. This may foreshadow a change in Gromyko's line, or it may be just a warm spot in the familiar Russian hot-cold strategy, designed to soften up U. S. opinion. But neither heat nor cold is likely to shake Baruch's attachment to the "minimum essentials" of his plan. His is a bold, clear, consistent and even noble position, and it offers the best chance to protect the world from an atomic war that man's imperfect ingenuity has yet been able to devise. The knowledge that this is so is what makes Mr. Baruch so "intransigent." The real weakness of his position is that the American people may have already outlawed the bomb in their hearts, as Gromyko wants them to do on paper. In that case our monopoly of the bomb is not a diplomatic asset. Rule No. 1 of diplomacy is "Never point a gun unless you mean to shoot."

Of course, we are not really pointing a gun; we are trying to maintain the military *status quo* until atomic disarmament can be made universal. When that day comes, the U.S. will have to make the biggest relative sacrifice of any nation. When the treaty is signed and the stages go into effect, there will be plenty of occasion for gestures of generosity on our part. But we are a long way from a treaty now. If the American people could share Mr. Baruch's knowledge of the stakes he is playing for, they would share his courage and a lot of his stubbornness too. They would stiffen his arm. It may be the world's last chance.

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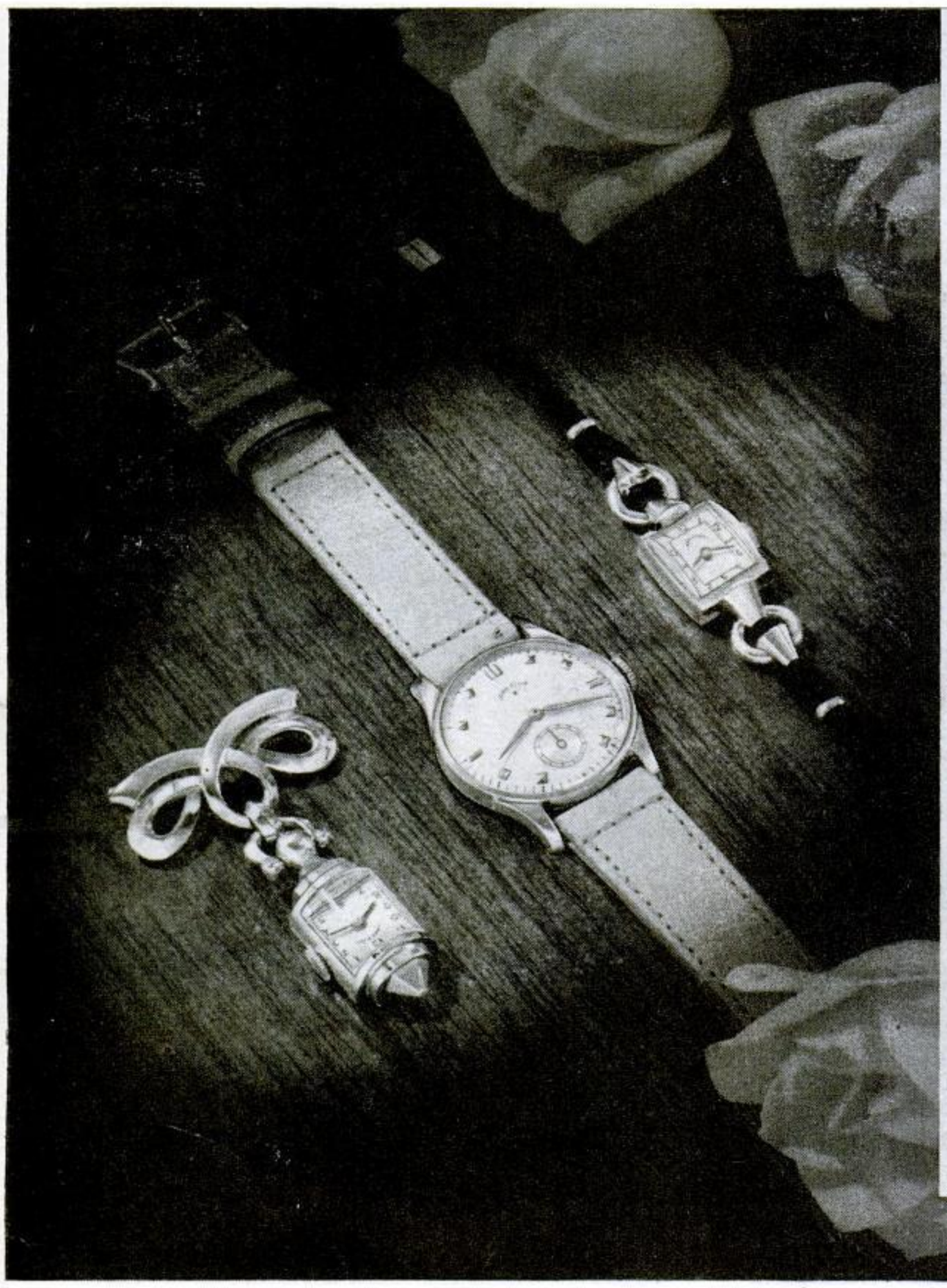
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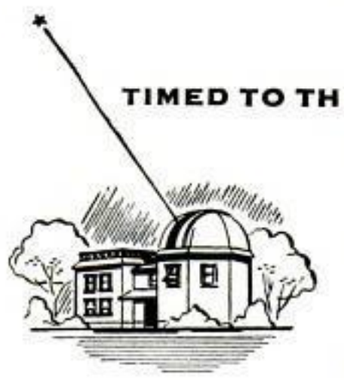
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Elisofon in Hollywood



LANA TURNER is the lady whose face appears on this page amid billowing clouds of smoke. She is one of 18 movie queens whom LIFE's Eliot Elisofon photographed while on a recent excursion to Hollywood. This assignment permitted Elisofon to realize his long-standing desire to pose his beautiful subjects in settings suggestive of their screen personalities. Lana Turner, for instance, was posed in smoke partly for an illusion of nakedness and partly because Elisofon thinks of her as "hot stuff." These photographs, like a subsequent set to appear shortly in LIFE, are glamour pictures made remarkable not so much by Elisofon's arresting camera tricks as by the appropriate eccentricity of his approach.

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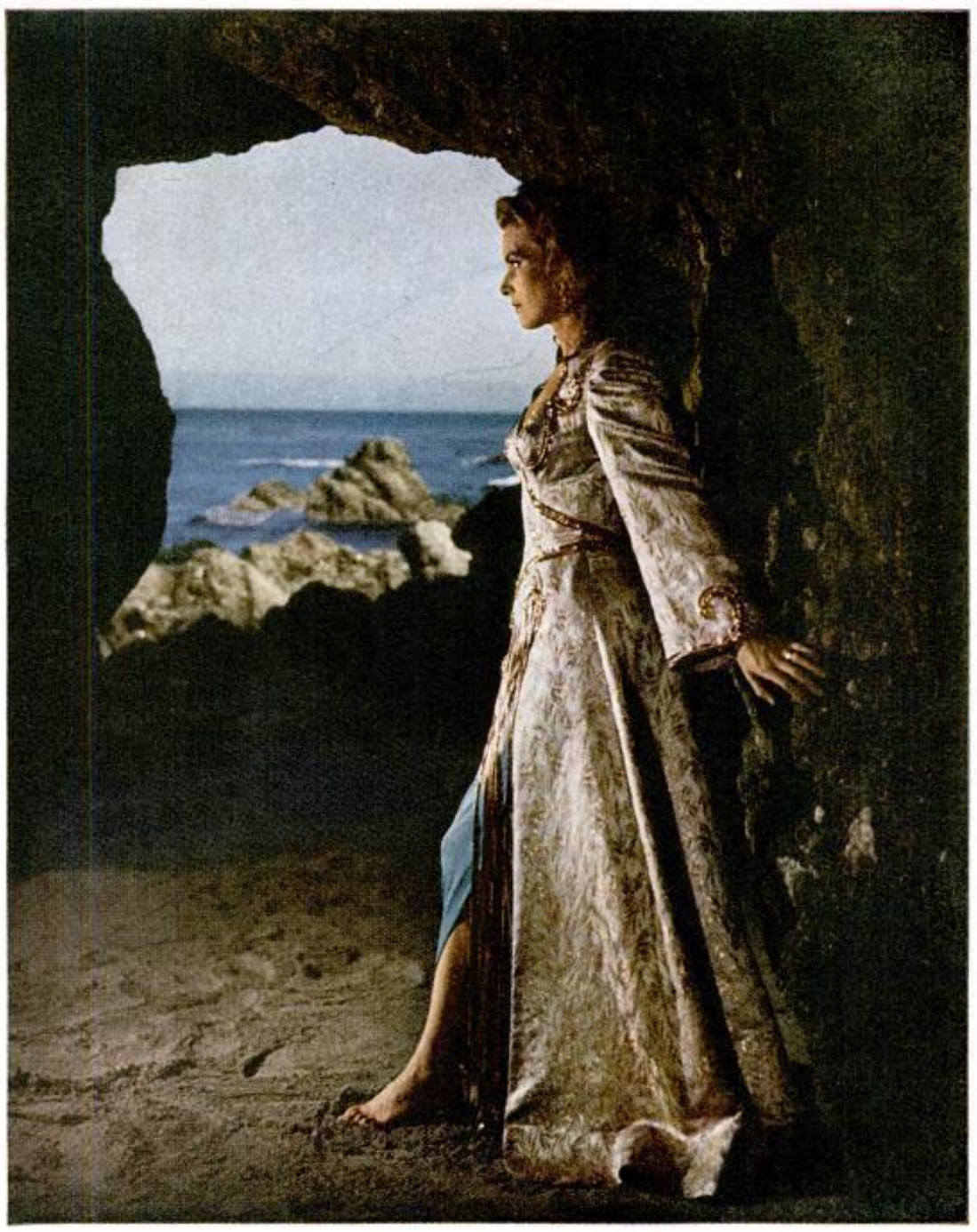
This actress is Austrian by birth and the dark perfection of her beauty is classically European. She is photographed in the style of a Renaissance portrait against the background of an old tapestry.

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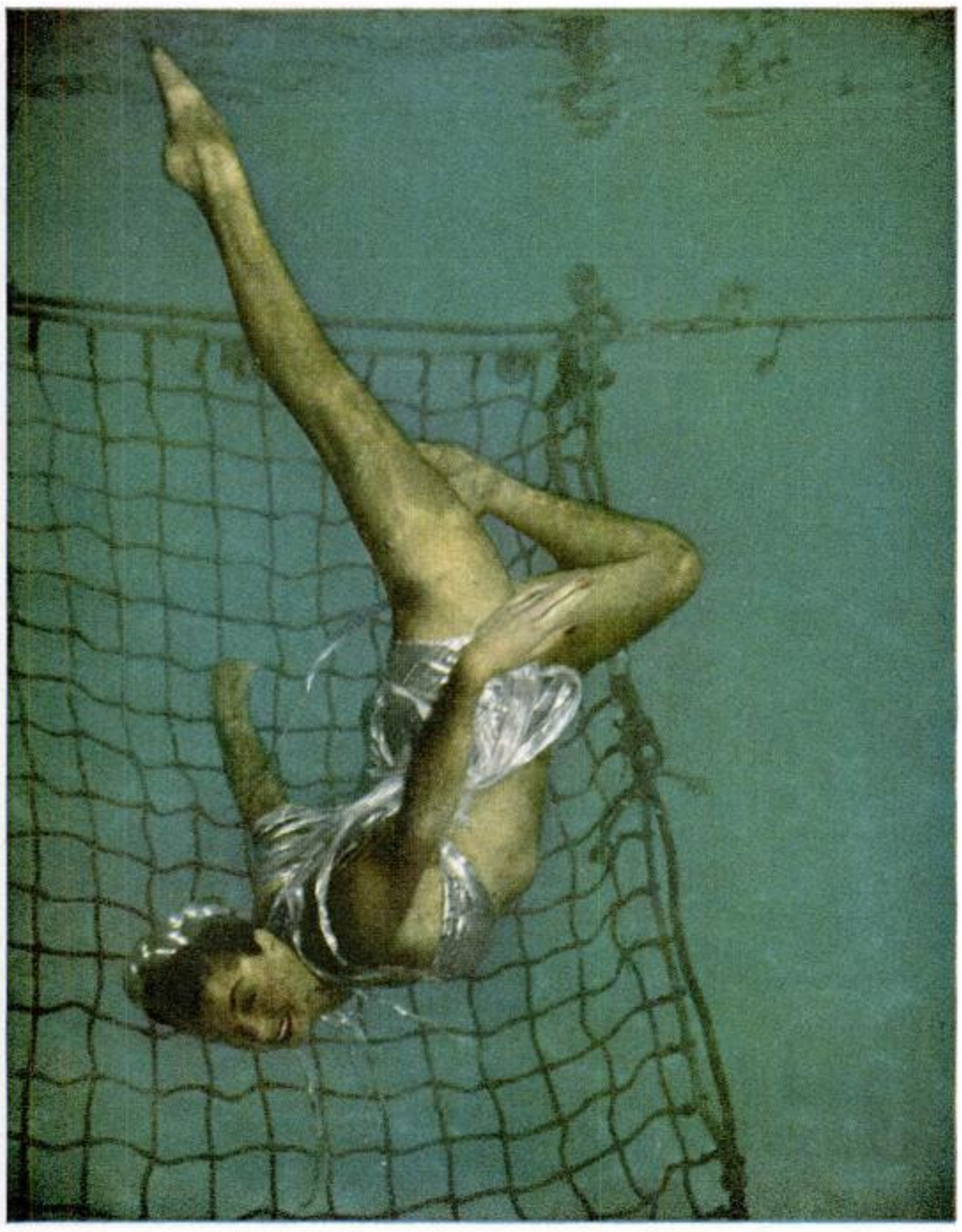
MARIE McDONALD

She is known as "The Body" and was therefore posed in lizardlike costume of chain metal which delineates the reason for her nickname.



MAUREEN O'HARA

This veteran of pirate films was photographed in a romantic-looking grotto, wearing a costume from the forthcoming *Sinbad the Sailor.*



ESTHER WILLIAMS

This picture of the beautiful swimmer was taken in a Los Angeles pool. She is supposedly an elusive mermaid, in danger of being netted.



GINGER ROGERS

As an athletic American-girl type, Miss Rogers was dressed up like a bareback rider for a picture which looks like colorful circus poster.

CONTINUED ON NEXT PAGE

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LIZABETH SCOTT

This rising star is surrounded with as much white as possible to bring out the blondness of her hair. Elisofon thinks of Miss Scott as a cafe-society type, which is why all the balloons are there.

Copyrighted material

This may seem a strange way to sell a vacuum cleaner . . .

but it's a smart way to buy one!

THE LOGICAL WAY to sell the new DeLuxe G.E. would be to tell you that it's the finest cleaner on the market today, and urge you to go right out and buy one.

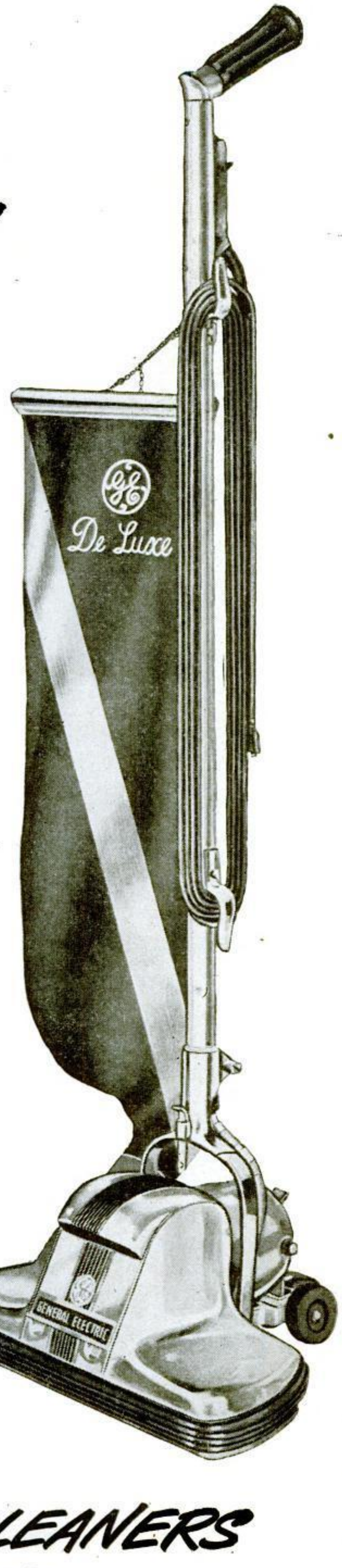
But, we think you'll be happier if you can see with your *own* eyes—satisfy your *own* mind before you decide.

So, strange as it may seem, here's what we propose:

Don't buy a G.E. *until* you have seen all the other leading makes. Compare them point for point, *dollar* for *dollar*. Find out for yourself what each one has to offer.

But—in the interests of careful buying—don't decide on any other cleaner until you have seen the new, improved G.E.

We are confident that after you have seen them all, you'll come back to G.E., completely satisfied that it is *your best buy*.



G.E.—and only G.E.—gives you all these de luxe extras:



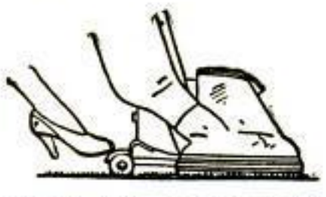
Featherweight ease of handling—One of the lightest cleaners that ever glided over a rug. Streamlined aluminum construction that makes light work of heavy cleaning.



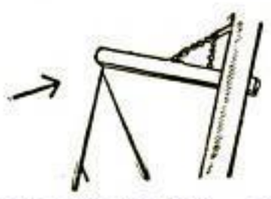
Gentle, thorough cleaning—G.E.'s special, *fully tufted* brush combs and sweeps — coaxes out stubborn dirt quickly, easily. Cushioned in rubber for even action without vibration.



Two-speed cleaning—Flip switch to *low* for light daily pickups, scatter rugs—to *high* for thorough weekly cleaning. Quiet, dependable G-E motor—never needs oiling.



Maximum dirt-getting efficiency—on *any* thickness of rug. A touch of the toe adjusts nozzle to suit *any* nap—thanks to an exclusive G-E regulator with toe-tip control.



So-easy-to-empty bag—with wide opening accordion top. No fuss—no mess—no spilling. Durable lining of special napped fabric keeps dust from escaping through the bag itself.



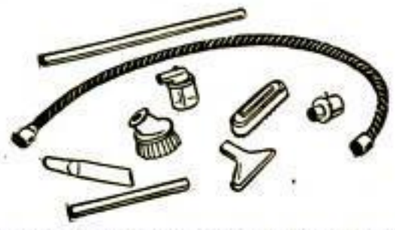
Position of handle adjustable—Handle can be locked in position by toe-operated stop for balanced tilting of cleaner at rug edge—lowered, for under-the-furniture clearance.



Spotlight to search out dust—in dark corners, under furniture. Rays from a special lamp, set into the front of the cleaner, throw direct light on the area to be cleaned.



Other G-E extras—Unbreakable plug. Sturdy rubber cord—won't fray, won't kink, won't collect dust. Rubber bumper to protect furniture. Condenser to eliminate radio static.



Complete attachments for cleaning upholstery, walls, drapes, and radiators, plus special tools for spraying and demothing, are now available at a small additional cost.

See G.E.—Try G.E.—at your nearest dealer's today. He'll show you all the special features that make cleaning so easy and so efficient with the new De Luxe Model. In larger cities, G-E dealers are listed in the Classified Directory. Complete service is always available. General Electric Company, Bridgeport 2, Conn.



For All-purpose Cleaning—the New G-E "AIRFLO"

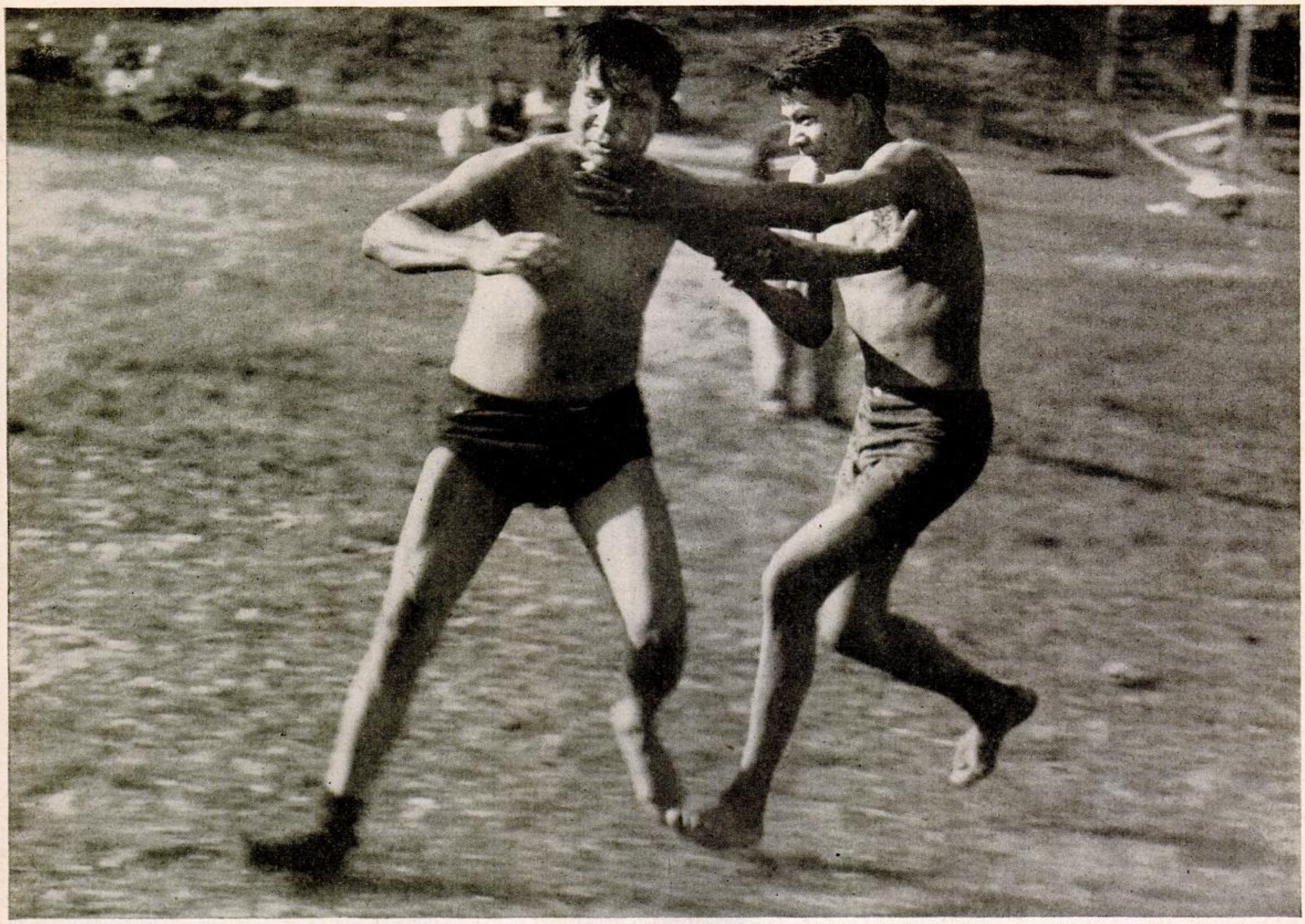
More powerful suction than ever before has been built into the new De Luxe "Airflo." Complete with attachments for every cleaning need from floor to ceiling. On display at dealers' everywhere.

G-E VACUUM CLEANERS

Approved by the Underwriters' Laboratories, Inc.

GENERAL ELECTRIC

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BEARS' PLAYER (RIGHT) CHOKES NOAH POWELL, WOLVES' CAPTAIN, WHO CARRIES BALL IN MOUTH. POWELL WEARS SOCK ON RIGHT FOOT BECAUSE IT IS INJURED



TERRIFIED LITTLE INDIAN RUNS WITH THE BALL AS ENORMOUS OPPONENTS BEAR DOWN ON HIM. MEN WITH STICKS AT EXTREME LEFT AND RIGHT ARE "POINTERS,"

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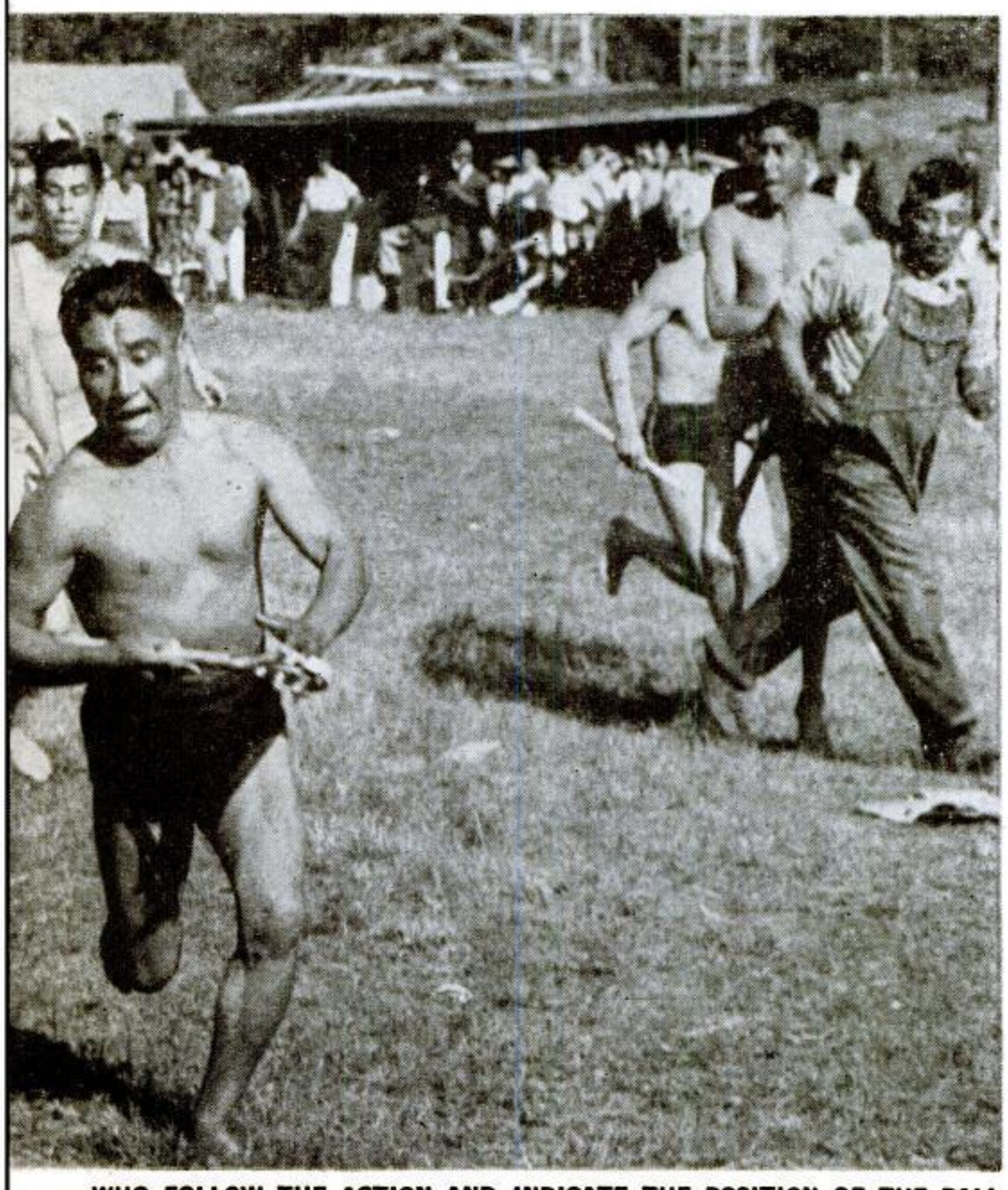
WOLFTOWN CAPTAIN CARRIES BALL

CHEROKEE STICKBALL

World's roughest ball game is played by Indians

On the Cherokees' Qualla Indian Reservation in North Carolina last month the Wolftown Wolves met the Wolftown Bears in a crucial game of stickball, the roughest sport in the world. Armed with two netted sticks apiece, the 10-man teams tackled, tripped and choked each other as they tried to carry a small rubber ball through the willow slips that marked the enemy goal. No holds or blows were barred and there was no such thing as a personal foul. If a player elected to carry the ball in his mouth, his opponent simply choked it out (*see above and opposite page*). The Wolves, the first team to score 12 goals, won the game.

The game of stickball, which is a primitive version of modern lacrosse, was centuries old when De Soto led a Spanish expedition through Cherokee territory in 1540. Then there were no boundary lines, the number of goals was informally set and a walnut was knocked about through fields and woods by daylight and torchlight until one team won. Now teams are limited and the field standard football size. But the rules still call for an Indian official to point out the ball for players and spectators. And the games are still preceded by ancient tribal ceremonies (*see next page*).



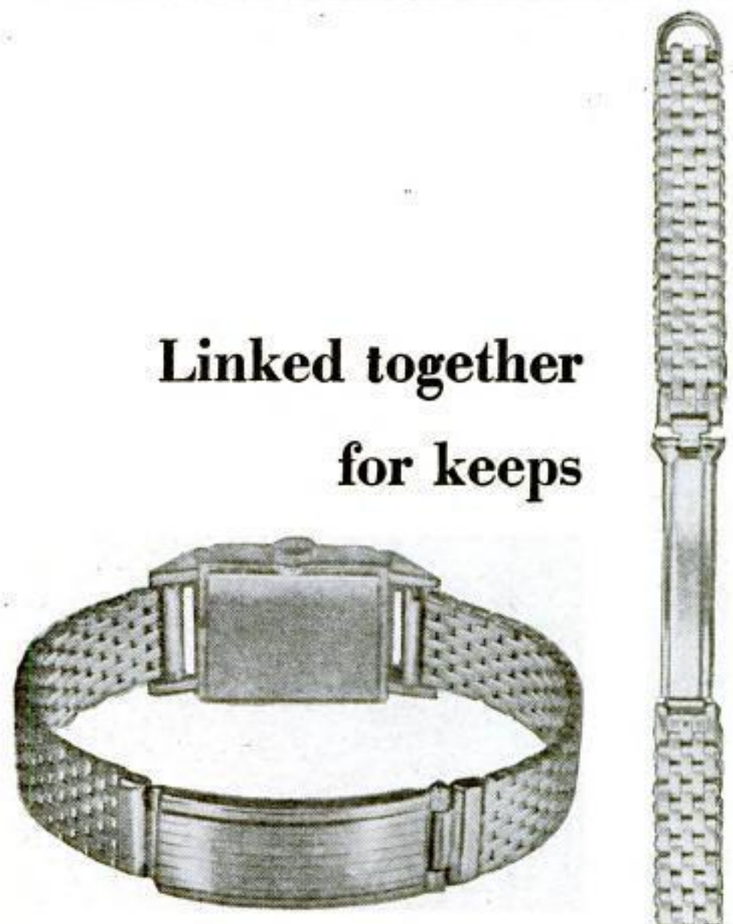
WHO FOLLOW THE ACTION AND INDICATE THE POSITION OF THE BALL

CONTINUED ON NEXT PAGE

© JACQUES KREISLER MANUFACTURING CORPORATION, 1946



Linked together for keeps



Basketweave watch bands by Jacques Kreisler

Here's a match that makes news in the best circles, your watch and a basketweave watch band, magically woven of tiny links, gold-finished in enduring Kreisler quality. Here's made-to-treasure beauty for your fine watch . . . made-to-measure comfort for your wrist!
For him: Basketweave watch band $12.50. *For her:* $8.95.
New low prices include Federal tax. *At fine stores everywhere.*

Jacques Kreisler

WORLD'S LARGEST MAKERS OF JEWELRY WATCH BANDS FOR MEN AND WOMEN

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Outstanding

on the AMERICAN SCENE



The Tonawanda

The smart styling, fine craftsmanship and fit of American Gentleman Shoes are the All American Team always scoring extra points for comfort and long wear and winning the enthusiastic acclaim of American gentlemen everywhere.

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START YOUR DAY THE SPORTSMAN WAY



Sportsman

GROOMING ESSENTIALS

DISTINCTLY MASCULINE
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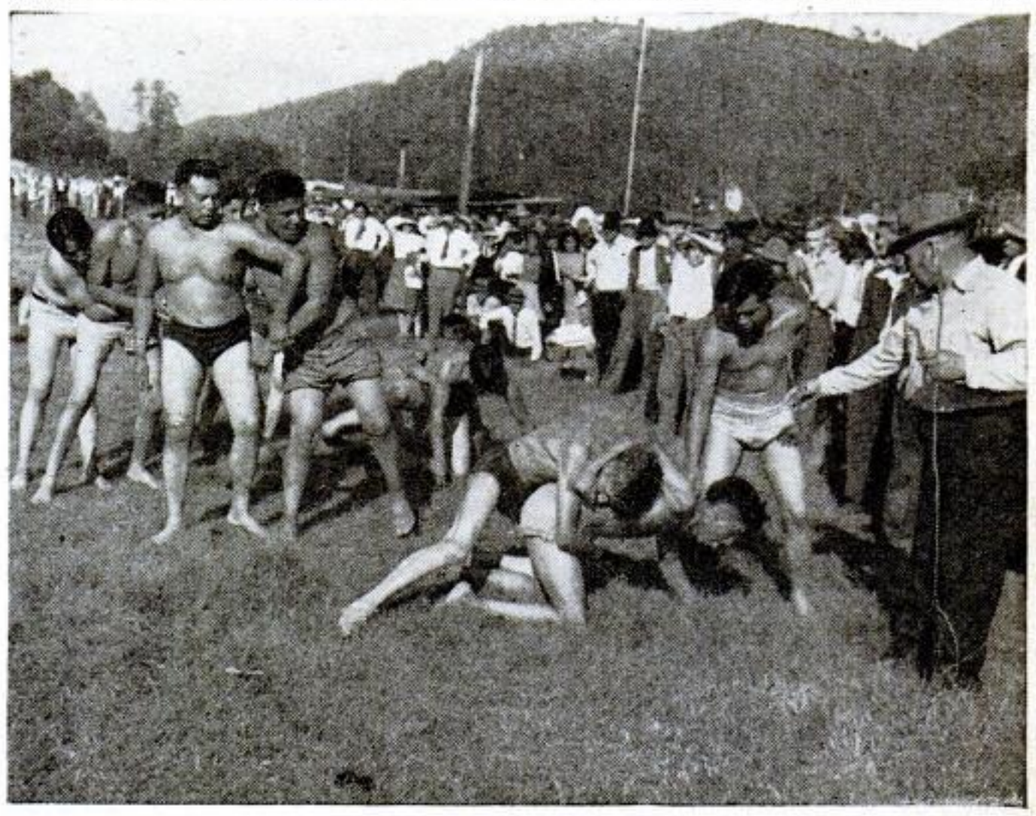
Cherokee Stickball CONTINUED



INVOCATION to gods is made before the game. The players dip their stickball rackets in the waters of the Oconaluftee River, ask victory for their team.



IN SCRIMMAGE two players try to get ball, which must be picked up with sticks. Players may discard one or both sticks or whack each other with them.



FIGHT breaks out during game when player is tackled with ball in his mouth. Pointer (*right*) keeps eye on ball. Other players hold off individual opponents.

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How to complete your Thanksgiving picture



1. You start by placing a bottle of Kinsey on the table. This superb whiskey is so light and mellow, so pleasing to the taste, that it goes a long way toward solving your holiday entertainment problem.



2. For the guest who likes highballs, you just add ice and soda to a couple of ounces of full-bodied Kinsey, and place the amber-colored nectar into the waiting hand.

KINSEY

BLENDED WHISKEY

the unhurried whiskey
for unhurried moments

Since 1892

86.8 Proof. 65% Grain Neutral Spirits.
Kinsey Distilling Corp., Linfield, Pa.

3. Manhattan-fanciers are usually fussy. So make your Manhattans with smooth, rich Kinsey Whiskey . . . and complete the picture of Thanksgiving contentment.



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On U. S. Highway 60, Greyhound buses serve the magnificently restored sections of Williamsburg, Virginia—Capital of Colonial America from 1690 to 1780.

ONLY BY HIGHWAY

you'll see these thrilling close-ups of American history

"Hey, look, everybody—that's my Dad!" Sure enough—and he's locked up in the prison stocks of Old Williamsburg! But it wasn't so funny, 200 years ago, when that same punishment was meted out for wife-beating and Sabbath-breaking!

In a way, those grim stocks represent the confining restrictions of travel before America's fine highways were developed—and before Greyhound buses rolled along those same highways, through every one of the 48 states, intimately joining thousands of towns and cross-roads with all of America's great cities.

Greyhound travel reveals more spots where history happened than does any other transportation system—shows these places to travelers *close-up,* along pleasant tree-lined streets and at wayside shrines like this one. While it offers so much in scenic enjoyment, Greyhound also provides *more frequent schedules, more comfortable seating*—and fares that remain amazingly low while other living costs shoot up.

When you plan any Fall trip—for business or for pleasure—go by highway. And remember . . . "By Highway" means *By Greyhound.*

. . . and only by GREYHOUND you'll fully enjoy each scenic mile

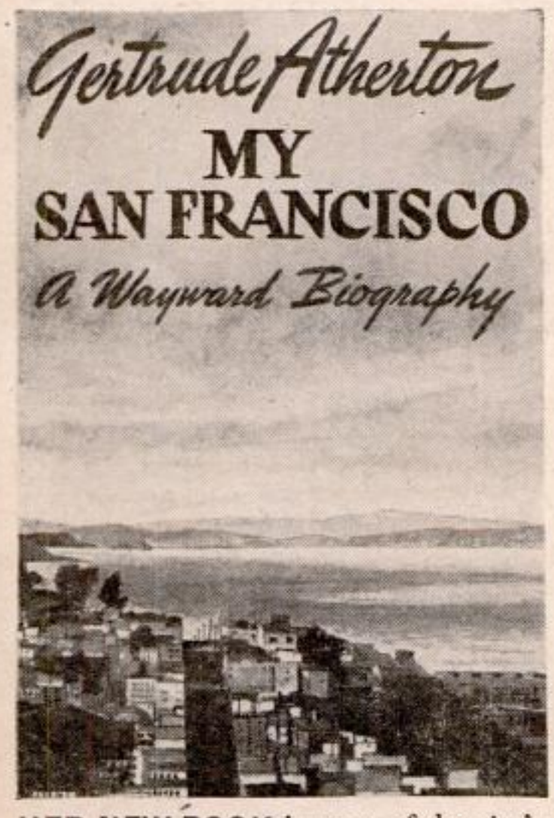
GREYHOUND



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MRS. ATHERTON AND PET ARE READY FOR DRIVE DOWN SAN FRANCISCO STREETS, WHERE OLD-STYLE HOUSES SHE NOW WRITES ABOUT ARE STILL STANDING



HER NEW BOOK is story of the city's colorful past and of her own life there.

GERTRUDE ATHERTON WRITES HER 56TH BOOK

Author who shocked readers of the '20s produces a San Francisco history

Last week in San Francisco's smart Pacific Heights section overlooking the Golden Gate, a vital old lady of U.S. letters named Gertrude Atherton quietly began her 90th year. To celebrate, Mrs. Atherton awoke promptly at 6:30 a.m., brewed a cup of chocolate on a hot plate, then sat down in her study to the usual daily five hours of steady writing. In the afternoon she took a drive down San Francisco's old boulevards (*above*), and in the evening she retired early to study what is now her favorite subject, California history.

Author Atherton, who was born in California eight years after the Gold Rush, was following approximately the same routine which for half a century has produced for her the phenomenal total of 56 published books. Her astounding output began in 1892 when, at the age of 35, she shocked San Franciscans by serving up a local society scandal in a melodramatic novel called *The Doomswoman*. She went right on shocking U.S. readers with some 20-odd novels which, for their day, were considered very racy reading indeed. Mrs. Atherton has also produced fictionalized biographies and, more recently, several volumes of California history and personal reminiscences like her latest book, *My San Francisco* (Bobbs Merrill; $2.50). But middle-aged folk still remember California's most prolific writer best for her most unconventional book, *Black Oxen*, the lurid fiction sensation of the early 1920s in which a middle-aged woman becomes miraculously young and seductive again (*see p. 98*).

CONTINUED ON NEXT PAGE

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FACE WINTER WINDS IN STYLE!

Contrast THIS SMART ROUGH WOOLEN

with your Soft, Smooth

SWEETHEART SOAP Complexion



Look lovelier and help prevent CHAPPING

with SWEETHEART SOAP'S

1-2-3 Extra Lather BEAUTY CARE!

It's a season of contrasts! Solid color jacket and plaid skirt. *Rough* wool and a *smooth* complexion. So avoid winter-roughened skin. Thousands of women say SweetHeart Soap helps prevent chapping.

And it has other beauty advantages. SweetHeart gives up to *twice as much lather* as the average beauty soap. This rich, creamy lather forms a gentle cushion for more thorough massage.



HERE'S ALL YOU DO: Night and morning, massage your face for one minute with SweetHeart's extra lather. Rinse with warm—then icy cold water. Like 3-way magic, it (1) *cleanses* (2) *stimulates* (3) *brightens.* Your skin looks radiant, feels velvety!

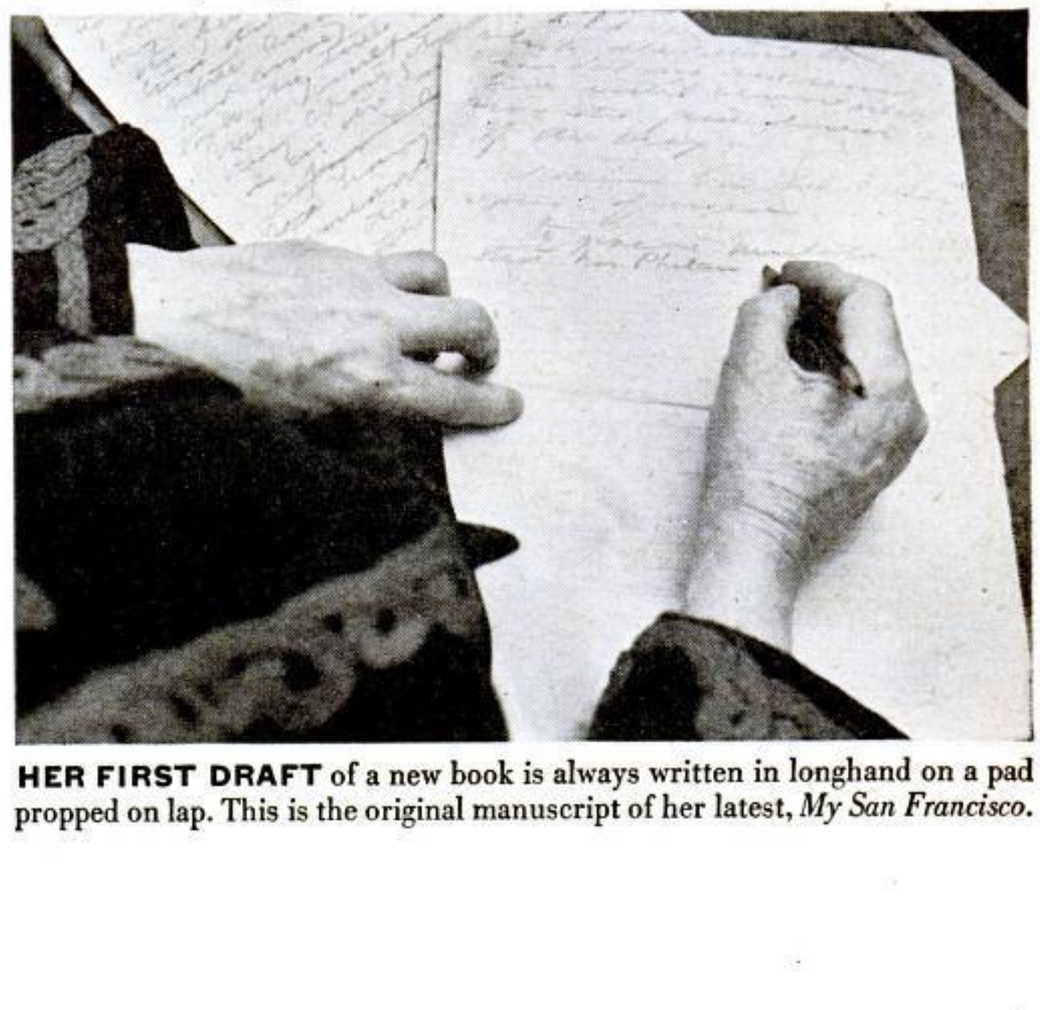
Get SweetHeart Soap and you get "twice the lather for twice as thorough care." See how it pays off in greater loveliness... how it "babies" your skin and helps you avoid chapping all winter long.

The soap that AGREES with your skin

DON'T WASTE SOAP
It contains vital materials.

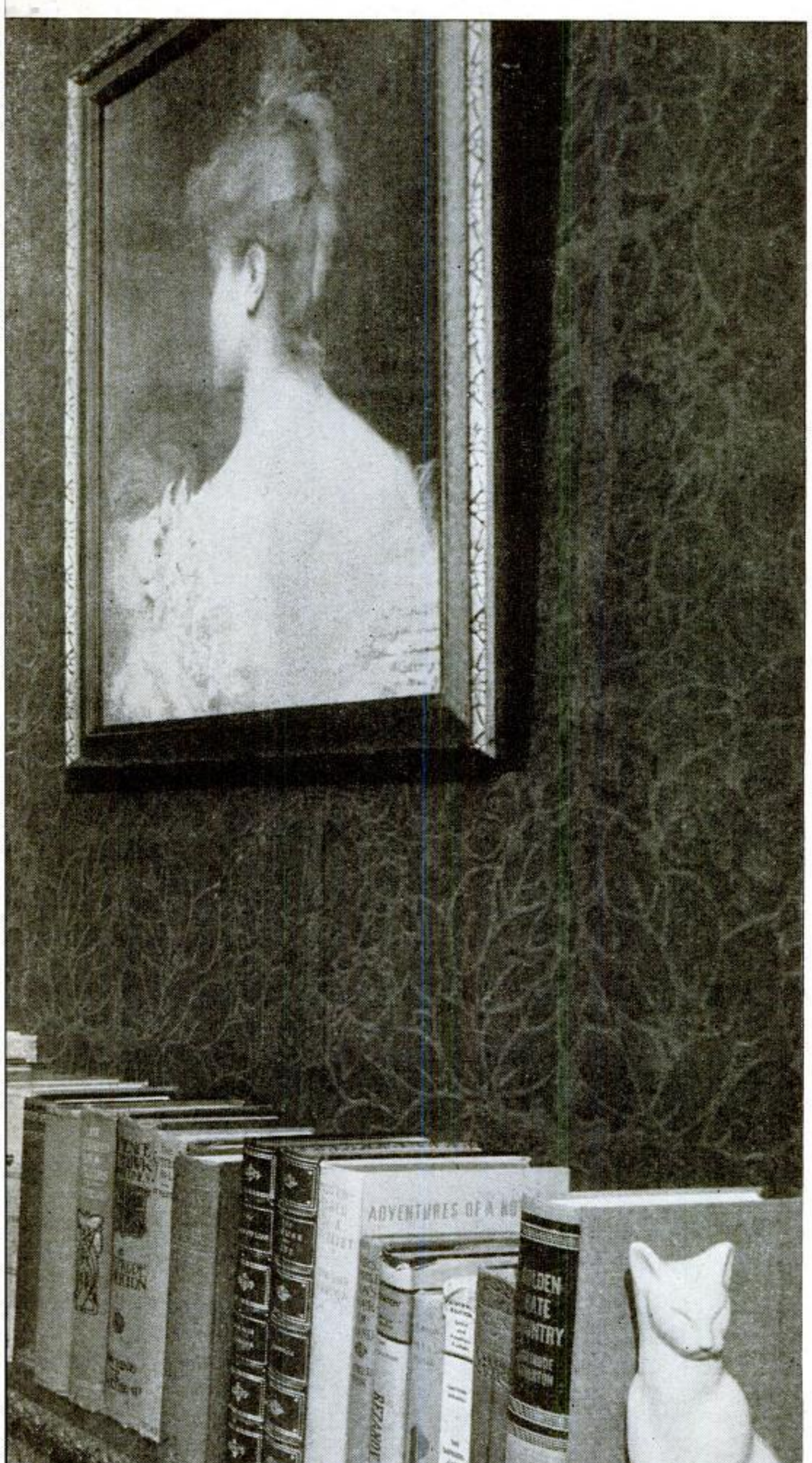


IN HER STUDY Mrs. Atherton has copies of all her 56 books and a handsome Gibson-girlish portrait of her done in 1899 when she was a surprisingly



HER FIRST DRAFT of a new book is always written in longhand on a pad propped on lap. This is the original manuscript of her latest, *My San Francisco.*

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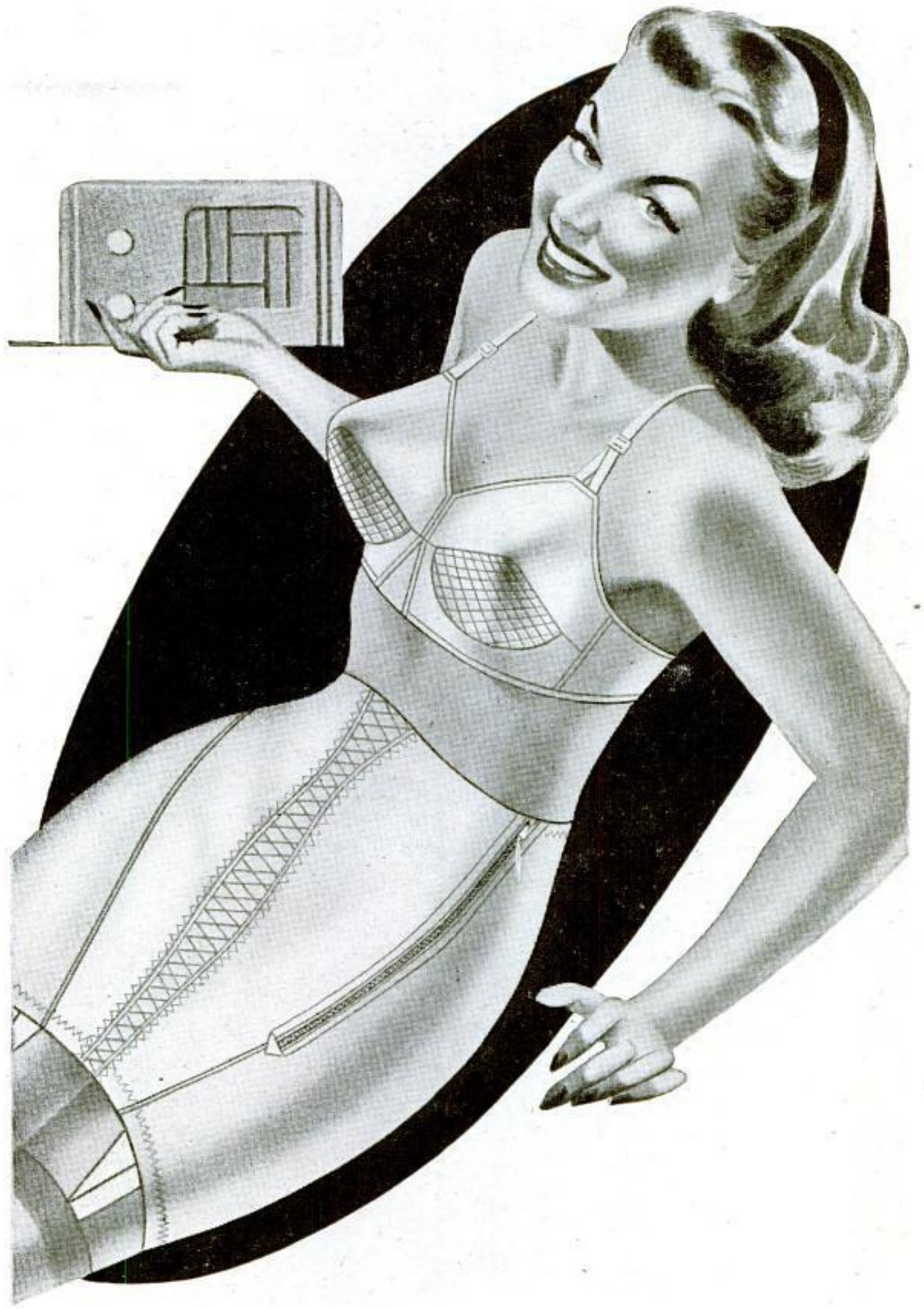


youthful-looking matron of 42. She looks her age today but she is still sharp-eyed and sharp-witted, with the physical energy of a woman half her years.



SECOND DRAFT is done on portable typewriter, chapter by chapter. She then runs the second draft through the machine once again and it is finished.

CONTINUED ON NEXT PAGE



Make your Lifeline

Charm-in-Motion



...WITH FORMFIT ABOVE AND BELOW

Above . . . Life-Bra lifts, molds, corrects, holds—all at one time. $1.25 to $3.50.

★

Below . . . Life-Girdle brings new curve-appeal with elastic comfort and tailored-in material control. $7.50 up.

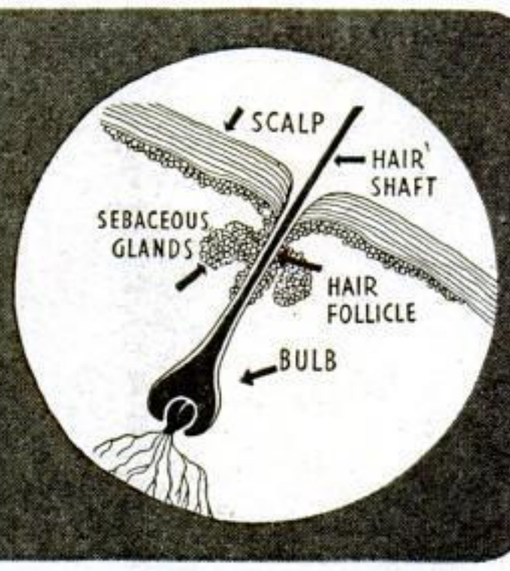
Your every movement charms the eye with natural grace, in these superb Formfit creations. Because they *work together*... not only to GLAMORIZE every curve . . . to CORRECT every sag and bulge . . . but to BLEND your figure into one continuous Lifeline of supple, fluid motion! Today—be fitted and see. At any of the better stores. Look for this label. It is your assurance of quality—in fabric, tailoring, fit, long life.

A Formfit CREATION

THE FORMFIT CO., CHICAGO, NEW YORK

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The SCALP is the basis of HAIR HEALTH





Keep your hair and scalp stimulated with FITCH'S IDEAL HAIR TONIC . . .

WHEN YOUR scalp is functioning properly, it helps lubricate your hair with natural oil and keeps the hair looking healthy and lustrous. When the scalp fails in its function, then the hair begins to look dull and sometimes even to fall out. Fitch's Ideal Hair Tonic stimulates a sluggish scalp and opens the clogged hair follicles, enabling them to function properly, so the natural oil can flow onto the hair itself. Just massage a few drops of Fitch's Ideal Hair Tonic onto your scalp and notice how the scalp feels healthier . . . the hair smoother and glossier.

Fitch's Ideal Hair Tonic is not sticky or greasy . . . leaves the hair with that well-groomed look.

BRAND NEW! **"FITCH BANDWAGON" starring PHIL HARRIS and ALICE FAYE. Every Sunday over NBC Network, 7:30 p. m., E.S.T.**

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↑ Leisure Jacket—Virgin Wool—Solid Color—Rayon Lined, $13.95

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DEALERS SEND FOR SAMPLES

Gertrude Atherton CONTINUED



IN HER LATE 30s Mrs. Atherton was famous London literary hostess.



AT 45, in braid-trimmed toque, she had 25 published books to her credit.

SHE WROTE ABOUT PERPETUAL YOUTH

Gertrude Atherton's notorious novel, *Black Oxen*, was the talk of the turbulent and fad-mad '20s. It told how the beautiful Countess Zattiany underwent a mysterious gland treatment given by a Viennese physician which made her more ravishingly seductive at 58 than she had been as plain Mary Ogden at the age of 28. *Black Oxen* was denounced from the pulpit as "against God and nature," but, in an age when nearly every U.S. grandmother seemed to want to be a flapper, women went wild over the rejuvenated countess. Author Atherton was immediately bombarded with thousands of letters from hopeful middle-aged females who wanted to know how they, too, could be rejuvenated like Countess Zattiany. "There's no such thing as rejuvenation," says Mrs. Atherton. "There's a revitalizing, re-energizing treatment, but I'm bored, bored with the whole subject and I don't want any more talk about it."



AT 66, in 1923, wearing another toque, Mrs. Atherton had become best-selling U.S. author with *Black Oxen*. Here she discusses novel with gland doctor.

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Compare this new Schick against the field *and be sure of the best shaver*



Millions of enthusiastic Schick Electric Shaver owners swear by their Schick—would back it against any other shaver. But you can check for yourself which one is best—and we're confident which one will win.

- **Compare the shave you get the first time you try it.** You need no practice to use a Schick Super—just plug it in and get the shave of a lifetime.
- **Compare the way it fits your face.** Schick has a compact two-way shaving head—works the same in either direction—no trick to shave the upper lip, around jaw bone, wherever whiskers grow.
- **Compare the way it leaves your face.** With the Schick you get every whisker—long hairs, short hairs, stubble or bristle—it takes them all in its stride.
- **Compare the comfort.** No smart, no burn—Schick leaves your face cucumber-cool.
- **Compare the bulk.** Schicks are compactly built, beautifully balanced to fit your hand.
- **Compare the hum.** Schick motors are accurately engineered for power without roar or shuddery vibration.
- **Compare the ease of cleaning.** Schick Whisk-Its, firmly hinged, can't flip off, open wide to permit quick cleaning.

Judge by results! We know you'll say, "This is the greatest shaver that ever snipped a whisker."

SCHICK INCORPORATED, STAMFORD, CONN.

Big News for Schick Owners

Amazing New
SHAVEREST

- ★ Fits any Schick ever built
- ★ Holds shaver safe on wall
- ★ Finger-tip handy next to mirror
- ★ Stops current automatically
- ★ Zips up the cord

Schick Shaverest $7.95 Schick SUPER (pictured) $18.00

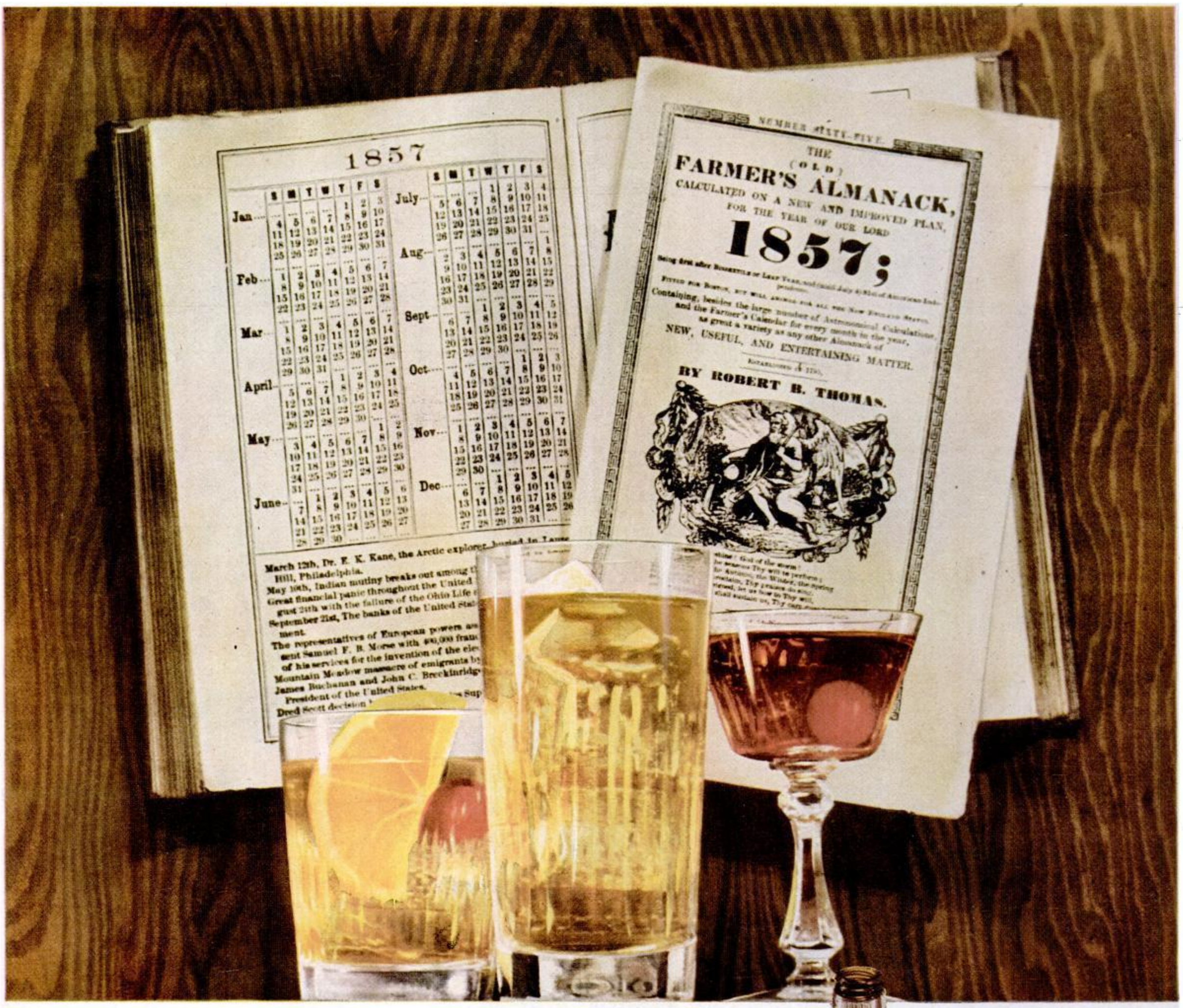


Shaverest—Trademark Schick Inc.

SCHICK *Electric* SHAVER

and SHAVEREST

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ONE OF YOUR BEST YEARS

1857...a decisive date in the history of gracious living. In that year, the House of Seagram started to gain that wealth of experience of which the crowning glory is your Seagram's 7 Crown—America's finest whiskey! And we mean *finest*.

Seagram's

Seven **7** *Crown*

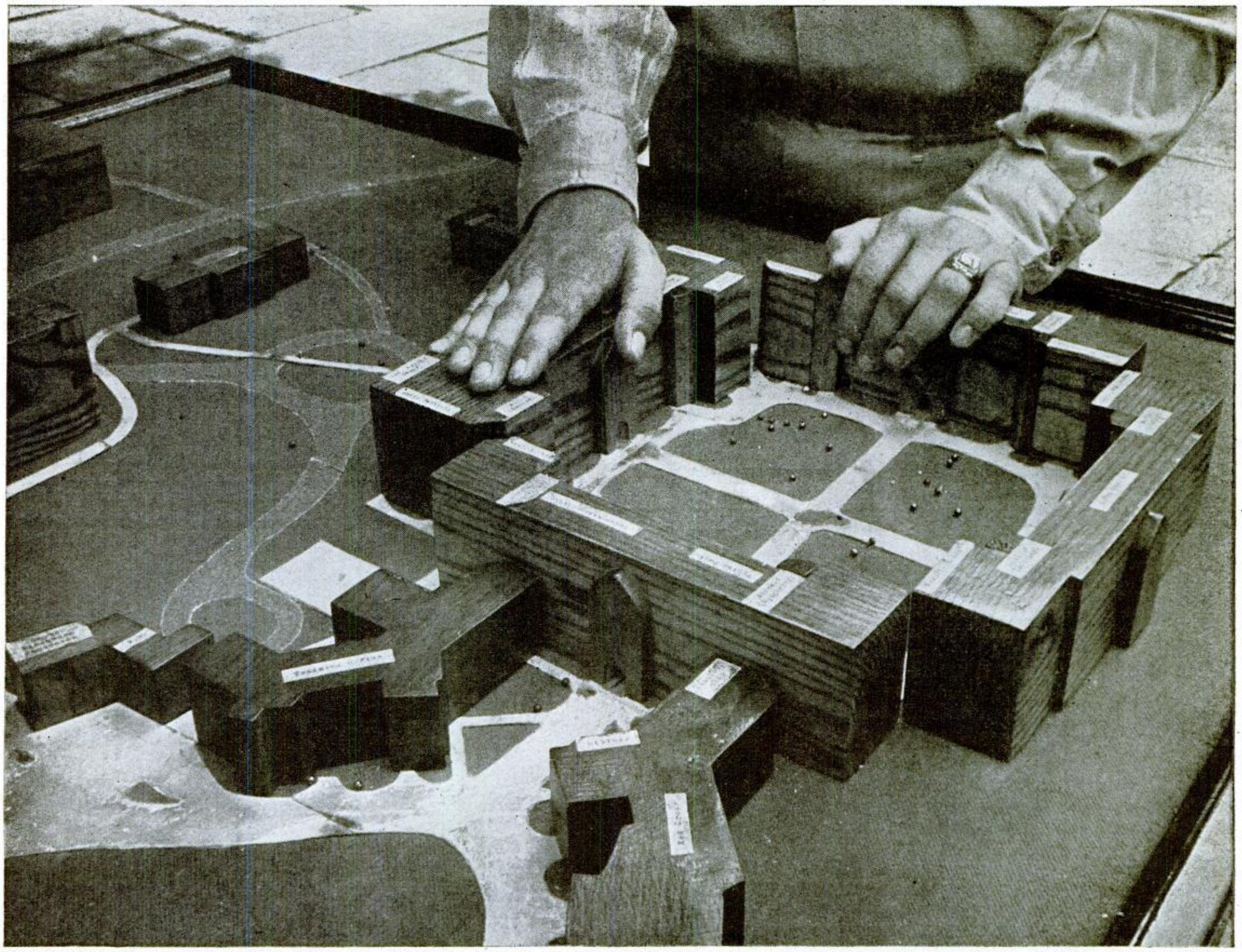
DESIGNED FOR YOUR PLEASURE

Today,
Tomorrow
and Always

Say **Seagram's** *and be Sure of Pre-War Quality*

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

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ALMOST EVERY U.S. SOLDIER BLINDED IN WORLD WAR II HAS OR WILL LEARN AVON CAMPUS FROM FEELING THIS MODEL. LABELS ARE FOR SIGHTED INSTRUCTORS

ARMY BLIND SCHOOL

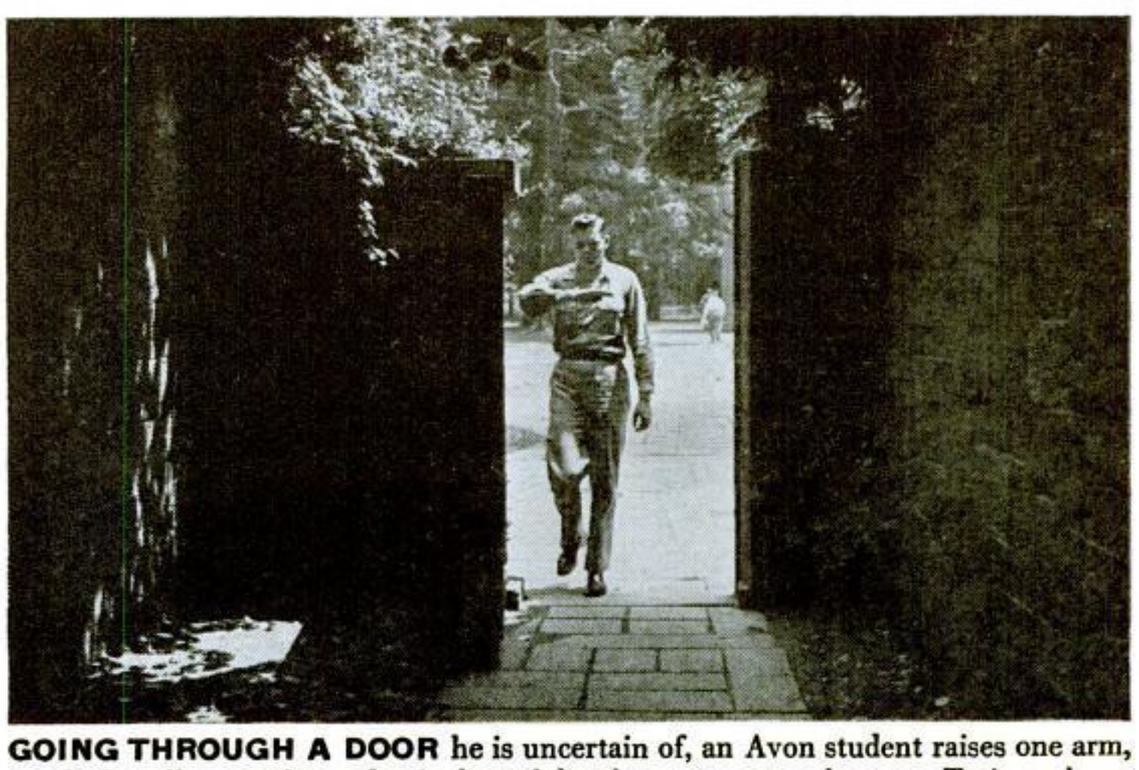
Avon curriculum teaches veterans to live in a world they cannot see

On the campus of what was once a swank prep school the U.S. Army is now running the best training program for blinded soldiers that has yet been developed. The Army Old Farm Convalescent Hospital was set up at Avon, Conn. in 1944 to rehabilitate the several thousand soldiers who were expected to be blinded in World War II. Only about 1,000 actually were blinded. To date, some 800 of them have "graduated" from the studiedly unsentimental curriculum for which its director, Captain Alan R. Blackburn Jr., was recently decorated.

Unlike other training, which sometimes makes the blind too dependent, Avon's program minimizes canes and Seeing Eye dogs and teaches young men to get along on their own. Instructed by a highly trained and knowledgeable faculty, Avon's students graduate better equipped than almost any sightless people. Mindful of the 23,000 U.S. civilians who go blind annually, Avon's alumni hope the school can be kept in use after the last GI has left.



MISSING A DOOR, a trainee comes up against the wall. After 18-weeks' training he will do this very rarely. Avon training firmly insists on getting about the familiar surroundings of the campus without such artificial aids as canes or Seeing Eye dogs.



GOING THROUGH A DOOR he is uncertain of, an Avon student raises one arm, crooked at elbow, within a few inches of the chest, to act as a bumper. Trainees learn to walk about with such brisk confidence that few outsiders realize they are blind.

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BULLETIN TO MEMBERS

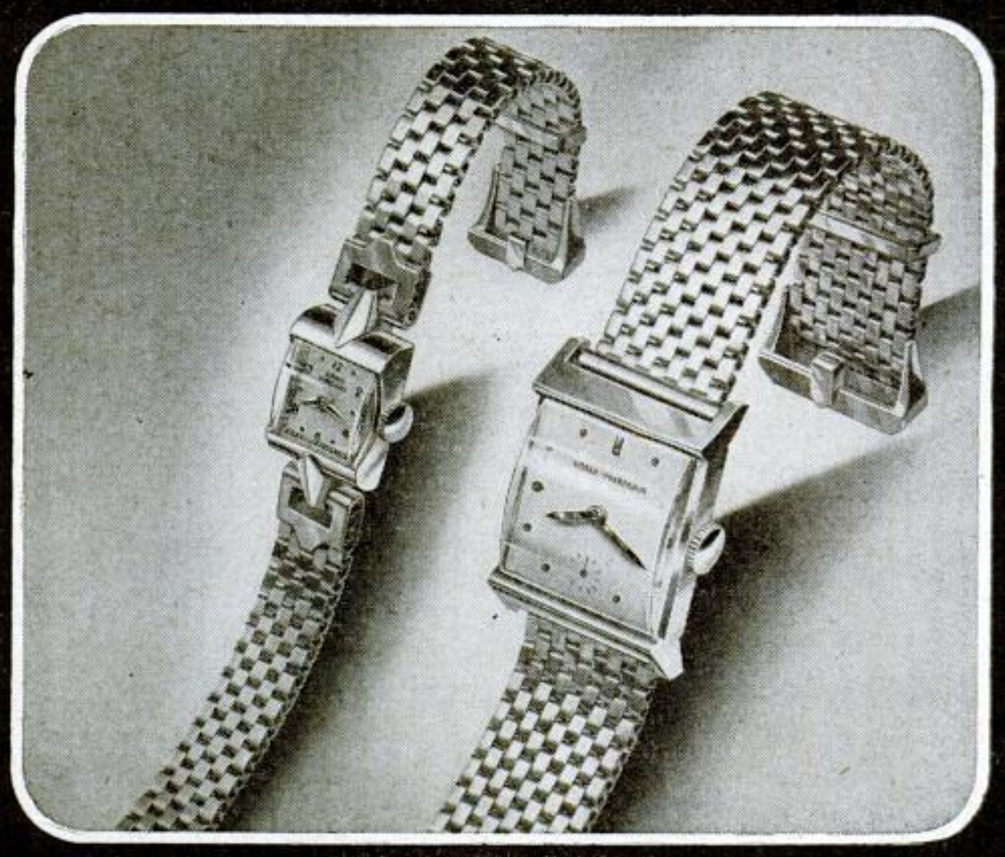
of the world's most distinguished After-Shave Club

• The preference of gentlemen everywhere has made **Aqua Velva** the world's most popular after-shave lotion. Cooling, bracing as a frosty morning, Aqua Velva refreshes your face after shaving—leaves it feeling softer and smoother with a clean, pleasant scent.

There is now plenty of **Aqua Velva** for everybody...at toilet-goods counters everywhere. Enjoy it regularly as a luxurious, stimulating finish to your shaving.

The J. B. Williams Company
Glastonbury, Conn.
makers of fine shaving preparations for over 100 years

From the distinguished Girard-Perregaux collection



GIRARD·PERREGAUX

Fine Watches since 1791

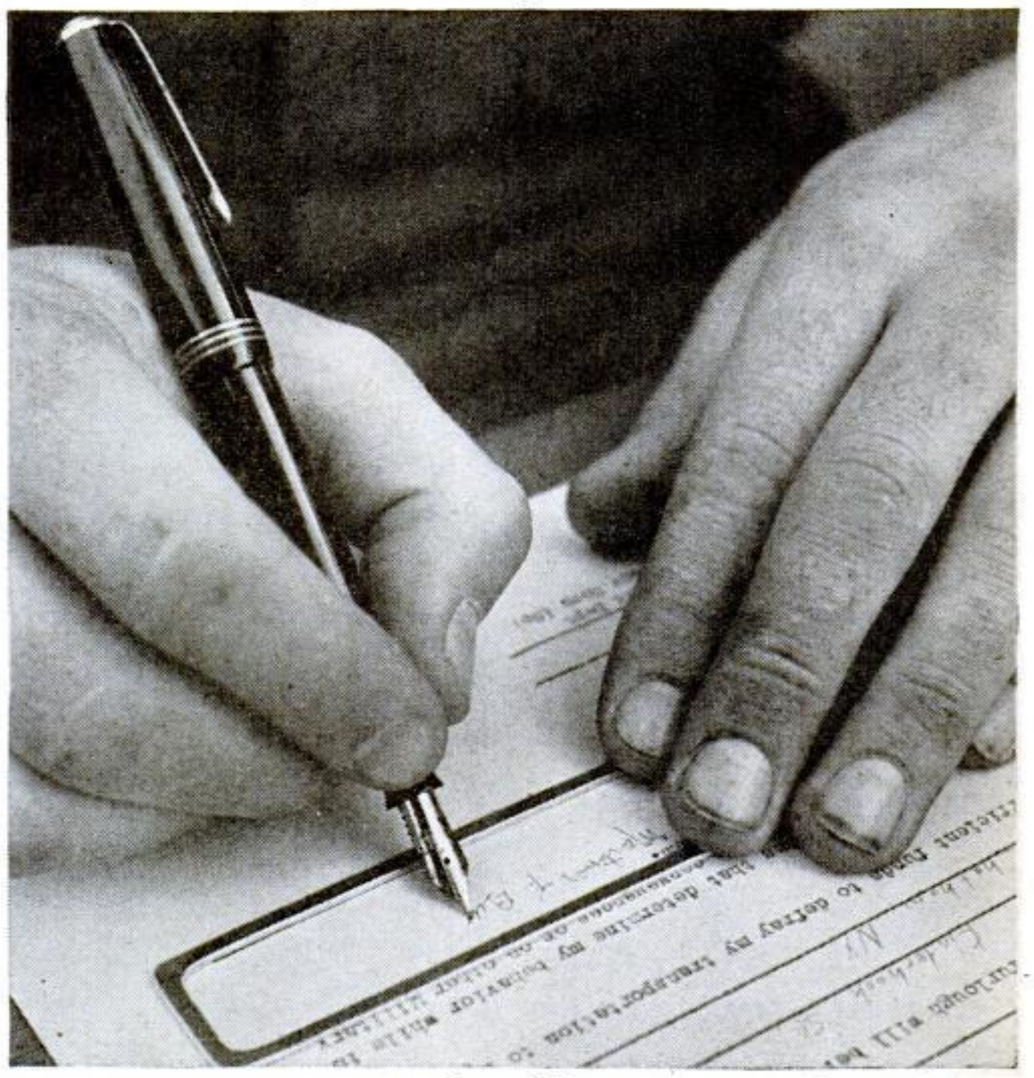
14 kt. gold watches with 14 kt. gold bracelets in various styles from $175
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KINEGLYPH, originated by Avon's art teacher, R. F. Amendola, is a piece of sculpture designed to yield the blind esthetic pleasure through feeling. He has also designed kineglyph ink blots for psychological tests for the blind.



APTITUDE TESTS such as the famed Johnson O'Connor "wiggly block" are given upon admission to determine for what a trainee is best suited. Then he is instructed in using these skills, despite blindness, in his chosen vocation.



WRITING SIGNATURE is relearned by signing name within guide frame to prevent straggling. Avon teaches blind men white-collar professions and such vocations as radio and auto repair, handling drill press, circular saws.

CONTINUED ON PAGE 104

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"A brewer should have but one master, the public he seeks to serve."

Ideals of the Founder VALENTIN BLATZ, 1826-1894
Master Brewer, son and grandson of Master Brewers

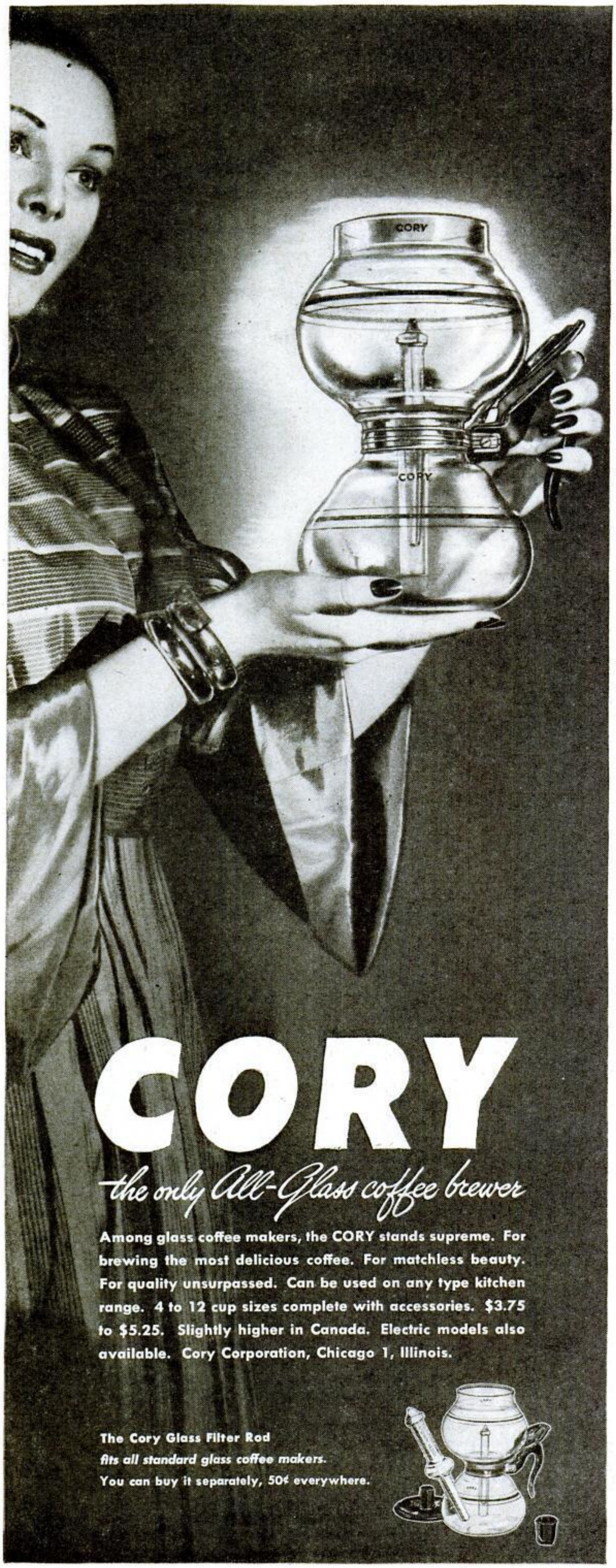
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BREWER OF BETTER BEER . . .



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TRAINING WITH PHONOGRAPH, an Avon student is guided to it by sound. Cane is permissible when trainee is walking in unfamiliar areas such as this grove. Avon's realistic training prepares him for strangers' pity or recoil.

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Walt Disney

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AN EPOCHAL EVENT IN SCREEN HISTORY

SONG OF THE SOUTH

His first live-action feature... a great musical drama
in Technicolor including animated tales of

UNCLE REMUS



Br'er Bear Br'er Fox Br'er Rabbit

What this heart-warming musical drama is like:

For the first time Walt Disney creates a romantic live-action picture... a wonderfully heart-warming musical drama of the Old South. You'll meet new stars—Bobby Driscoll, Luana Patten, James Baskett and others! You'll hear 10 new song hits! And you'll roar with laughter at Br'er Rabbit, Br'er Fox and Br'er Bear—in the famous Uncle Remus tales that are delightfully woven into the real-life story. It's a picture you'll want to see again and again. Watch for "Song of the South" at your favorite theatre. *Released through RKO Radio Pictures.*

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TONIGHT'S DESSERT? Reach into the bread box!





Don't waste a bit of bread! Use it all! Team leftover slices with any Del Monte Fruit —for luscious treats like these!

Easy on the sugar bowl, too—but oh, how rich! It's that sunny-ripe Del Monte flavor that makes even leftover bread desserts such treasures!

And what a comfort—to know that even if you can't always find one certain Del Monte Brand Fruit, there are so many in the Del Monte line. Each one tested, trusted Del Monte quality—*flavor first* magic for simple desserts like:

Marmalade Pear Strips. Make fingers of orange marmalade toast from dry bread. Top with mellow Del Monte Brand Pear Halves warmed in their syrup and butter. (Left)

Pineapple Bread Pudding. Chill your favorite custard bread pudding, made from any left-over bread. Serve with golden slices of tropic-sweet Del Monte Pineapple. (Left, below)

Plum Puff. Cut crusts from 6 slices of at least day-old white bread. Cut bread in 2-inch squares. Arrange in a buttered casserole, alternating a layer of bread (dotted with butter, sprinkled with sugar and cinnamon) with a layer of Del Monte Plums and syrup. Dot with butter, bake in moderate (375°F.) oven 35 minutes or until puffed up. Serves 5-6. (Right, above)

Peachy French Toast. Warm juicy, luscious Del Monte Peach Halves in their syrup. Make stale bread French toast triangles. Serve hot, garnished with well-flavored hard sauce. (Right)

Remember! Del Monte puts

flavor first

- In Growing
- In Picking
- In Packing
- In Testing

Del Monte FRUITS

CANS OR GLASS
Enjoy the ones your grocer has!

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PRESIDENT BEN FAIRLESS STANDS BEFORE OPEN-HEARTH STACKS NEAR PITTSBURGH

BIG STEEL'S MEN

THE LEADERS OF U.S. STEEL RUN A GIGANTIC EMPIRE

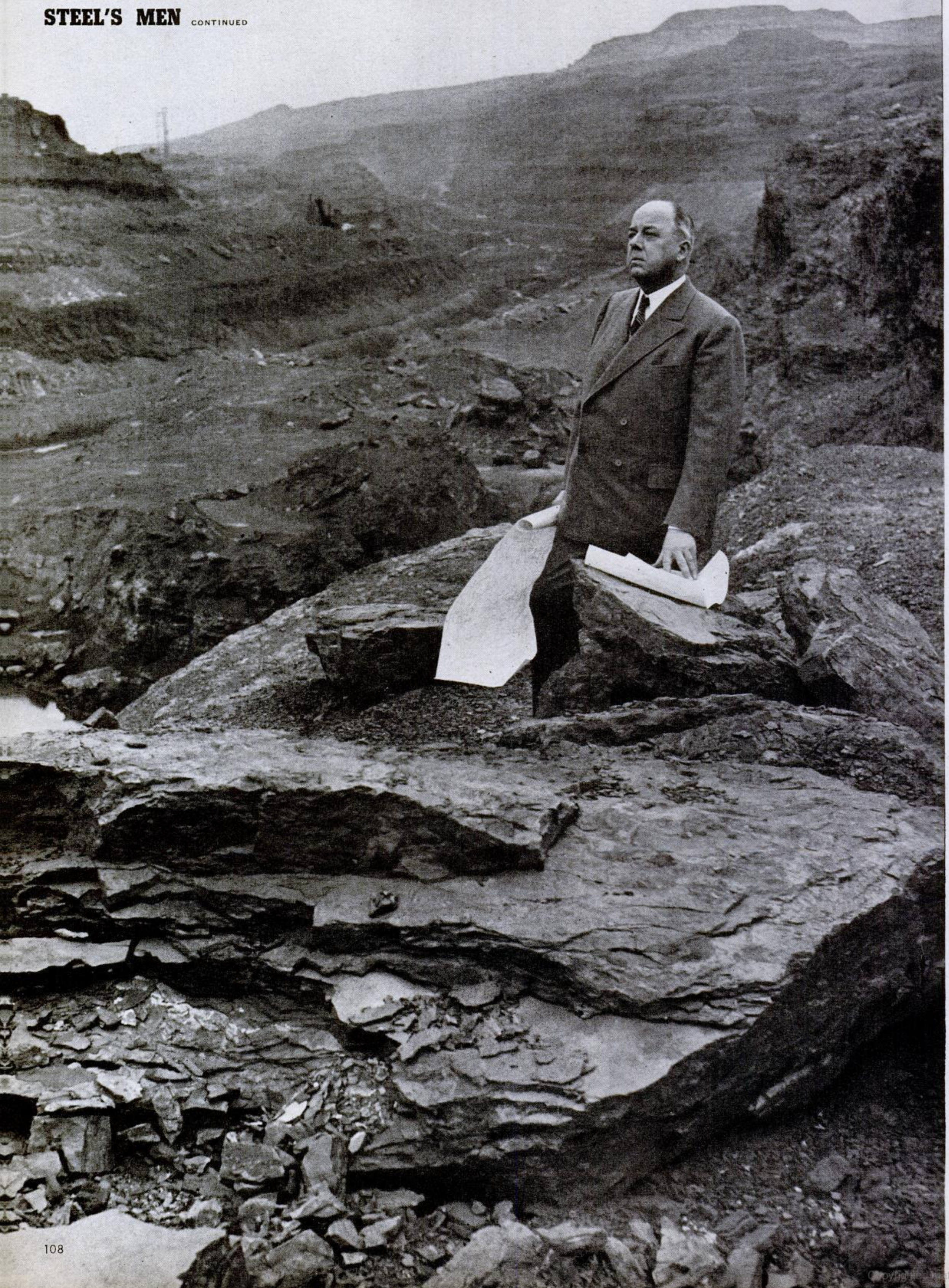
The U.S. Steel Corporation is the most fabulous giant yet produced by the industrial revolution. It grew up piecemeal in the empire-building days of the 19th Century, when such titans as Andrew Carnegie, "Betchamillion" Gates and Henry Clay Frick, the coal king, were changing the face of the land. It was welded together in 1901, as history's greatest industrial merger, by the elder J. P. Morgan. Today its annual capacity is 28,800,000 ingot tons of steel—more than all Russia's. It has the world's biggest steel plant (at Gary, Ind.), runs the world's biggest soft-coal company to feed its furnaces, the world's biggest cement company as a by-product. It owns half the iron ore in the country. It has its own limestone quarries, railroads, ships, barges. It makes nearly a third of the nation's steel, and steel is the raw material which provides work for about 40% of all U.S. laboring men.

But for all their vast power, the men who run this empire are relatively unknown. Even Benjamin F. Fairless (*above*), the miner's son and salesman extraordinary who was hired away from Republic Steel in 1935 and two years later became president, had never been heard of by most Americans until the steel strike thrust him into the public eye last spring. Like Fairless, who taught a one-room school for two years to get enough money for college, most of the men who run Big Steel's operations are self-made. Many of them never got inside a college; almost all of them once worked as humble clerks or furnace helpers. Unlike Fairless, most of them have been with the corporation all their working lives. Though they work in almost complete anonymity, each of them runs a multi-million-dollar industry.

On these pages LIFE presents a gallery of the men who manage Big Steel's operations and the directors, who set policy and handle the corporation's complex finances. On these men depend not alone the corporation's future but, in large measure, the success of the national economy, for no one can try to forecast U.S. prosperity in the coming years without taking into account the efficiency—high production at low cost—of U.S. Steel.

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RAW MATERIALS



IRON LeRoy Salsich (*opposite page*), 66, runs the Oliver Iron Mining Co., U.S. Steel's biggest ore-producing subsidiary. He went to work for the company at 22 as a civil engineer just out of college, now has 44 years' experience mining the Mesabi Range. He lives in Duluth, heads the city's swank country club, is married to Magazine Writer Margaret Culkin Banning. This photograph shows him in the Mesabi's largest ore pit, which is three miles long, a mile wide and more than 400 feet deep.

COAL Harry M. Moses (*above*) succeeded his father in 1938 as head of U.S. Steel's soft-coal mines, source of steel's other great raw material. He grew up around the mines in Illinois' Vermilion County, began working in them at 15 during high-school vacations, quit college after two years to start up the ladder as a section foreman and superintendent. Stocky and nearly as tough as he looks, he is at 50 an old-time veteran of a rough business and many a rugged labor brawl with John L. Lewis.

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CEMENT Blaine S. Smith, like the other men on these two pages, is the president of a subsidiary company which manufactures, ships or sells the products and by-products of U.S. Steel. Like most of them, he reached the top from a humble beginning—in his case as a youngster who quit a job in a railroad traffic department to become a cement salesman. At 62, he is president of Universal Atlas Cement Co., which manufactures its product out of limestone and the slag from blast furnaces.

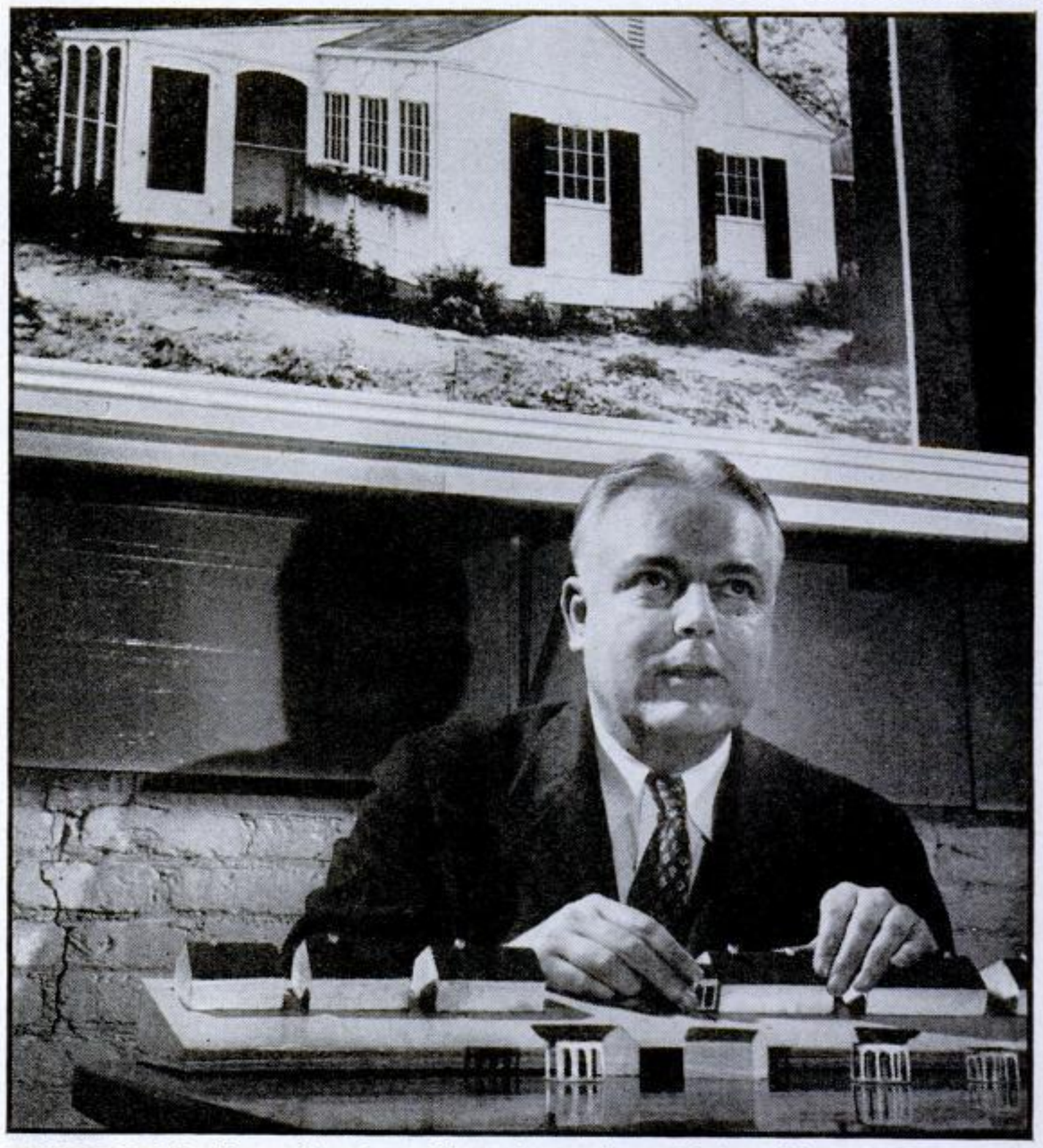
THE VICEROYS



SHIPPING Adolph H. Ferbert, 63, who started with his company at 21 as a stenographer, is now president of Pittsburgh Steamship Co., largest inland shipping outfit in the world. During navigable season on Great Lakes his fleet of 63 ships carries 25,000,000 tons of iron ore from Duluth to blast furnaces sprawling from South Chicago all the way to eastern Ohio, or to rail terminals from which it is sent on to Pittsburgh. Here he watches the *Harvard* unload 7,500 tons of ore at Cleveland.



OIL Fred F. Murray, 50, was born in Missouri, got a mechanical engineering degree and then jumped into the oil business in Texas where he has since taken on all the breezy mannerisms of a Texan. Since 1943 he has headed the Oil Well Supply Co., which turns steel into drills, pumps and engines, sells $50,000,000 worth of equipment a year in 80 field stores scattered through the Southwestern oil fields. This picture was taken at a Humble Oil Co. well being drilled with his equipment in East Texas.

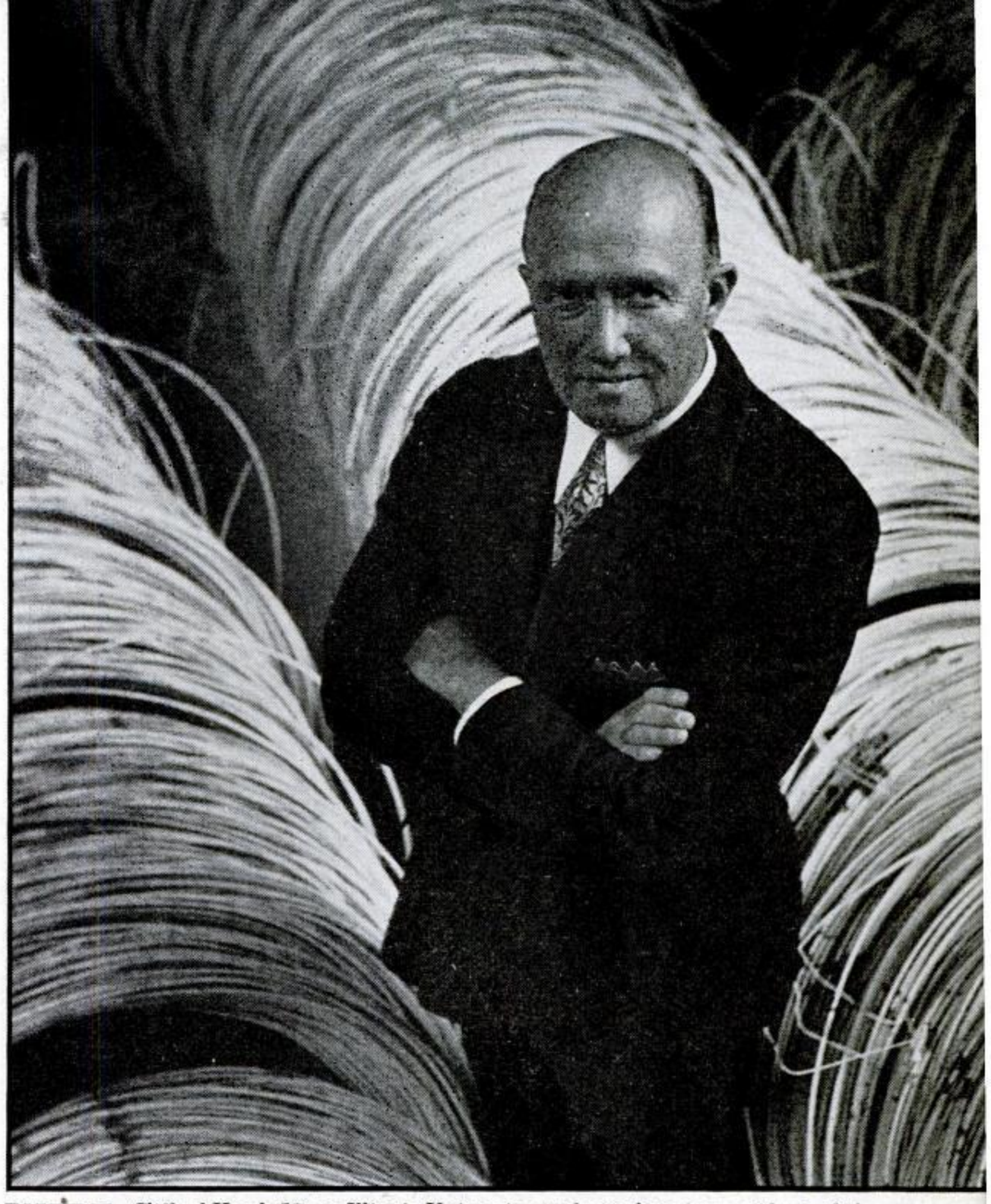


HOUSES Foster Gunnison, 50, a pioneer in prefabricated housing, started his own company in Indiana in 1935, sold 70% of the stock to U.S. Steel, now runs the company as a Big Steel subsidiary. He is something new in the company hierarchy—an executive who sells directly to the consuming public. At present his houses, one of which is shown in picture on wall, use steel only for flues, kitchen cabinets and to connect wooden sections. But he is experimenting on ways to use much more.

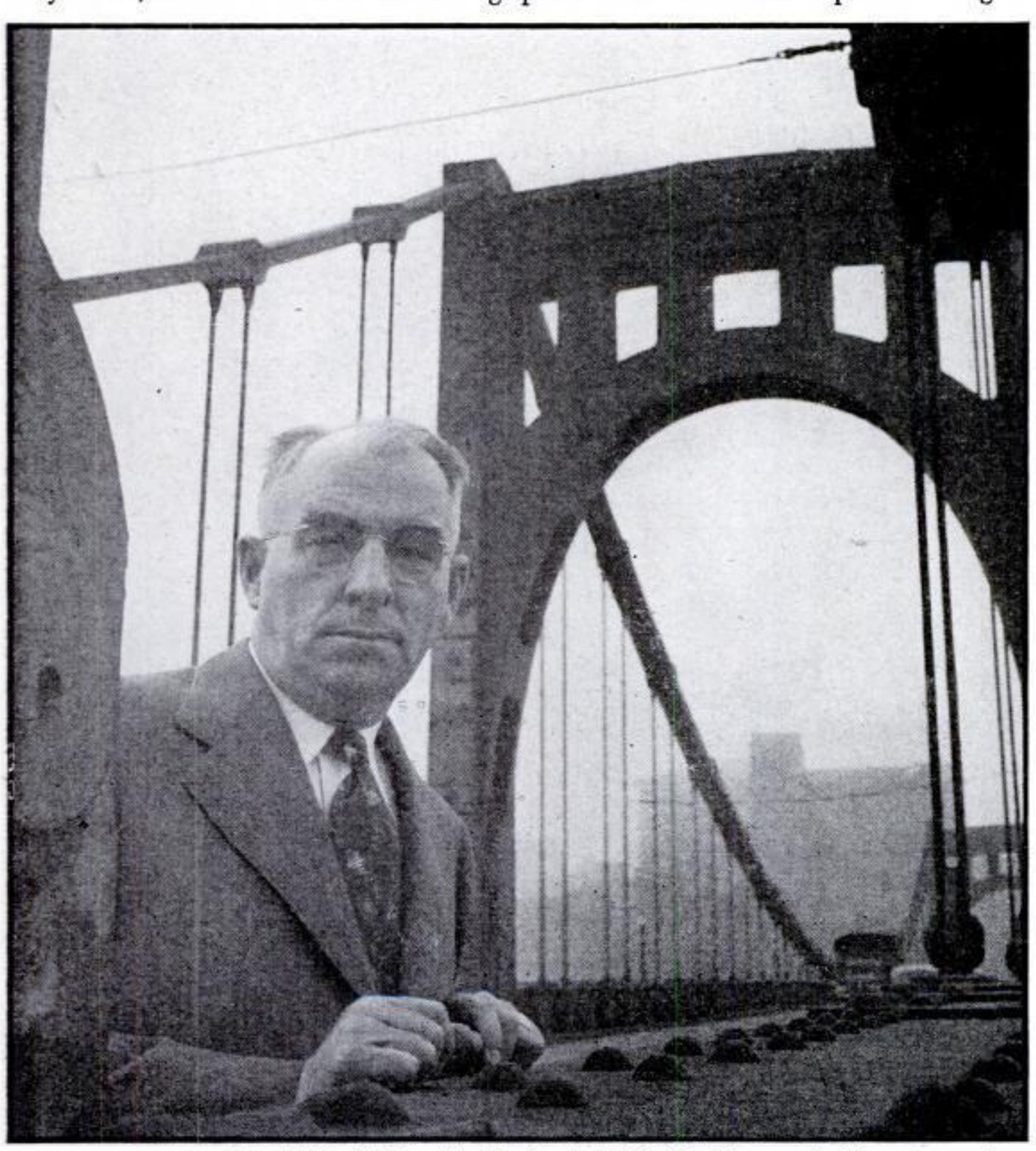
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RAILROADS Thomas E. Bond, 70, stands here near one of the Diesel locomotives of his Elgin, Joliet & Eastern Railway, a small but vital transportation link circling Chicago. Diminutive "Tommy" Bond, who was a traffic and rate clerk for 13 years before he got his first important job, has run the road since 1941, reported a whopping $32,000,000 profit last year. He has 200 miles of track in Steel's Gary works, and 100 miles in South Chicago plant. Half his traffic is corporation freight.



WIRE Clifford Hood, 52, an Illinois University graduate, became president of the American Steel and Wire Co. through a route common in U.S. Steel operations—clerk, foreman, superintendent, district manager, vice president. His company makes 70,000 different products including wire for heavy industry, pianos, hairpins, watch springs. Here he stands before coils of steel rod, coated with lime, which will be heated and drawn into wire on machines that stretch the metal into a thin strand.



BRIDGES Frank K. McDanel, 57, heads U.S. Steel's two bridge companies, American and Virginia, which built half the bridges across the Mississippi and the main span of the Oakland-San Francisco Bridge. The companies also make structural shapes for buildings; their products went into New York's Empire State Building and Rockefeller Center. McDanel took 42 years to rise through the ranks to president. Here he stands on Seventh Street Bridge spanning Allegheny River in Pittsburgh.



EXPORTS George Wolf, 54, has been president since 1939 of the far-flung U.S. Steel Export Co., which was set up to handle corporation sales in every country in the world before the war and is now rapidly building back its network of foreign sales representatives. An Annapolis graduate, quiet, shrewd, and kewpielike, he had previously managed General Motors' export business, spent 10 years in Europe and South America, headed the American Chamber of Commerce in pre-Hitler Germany.

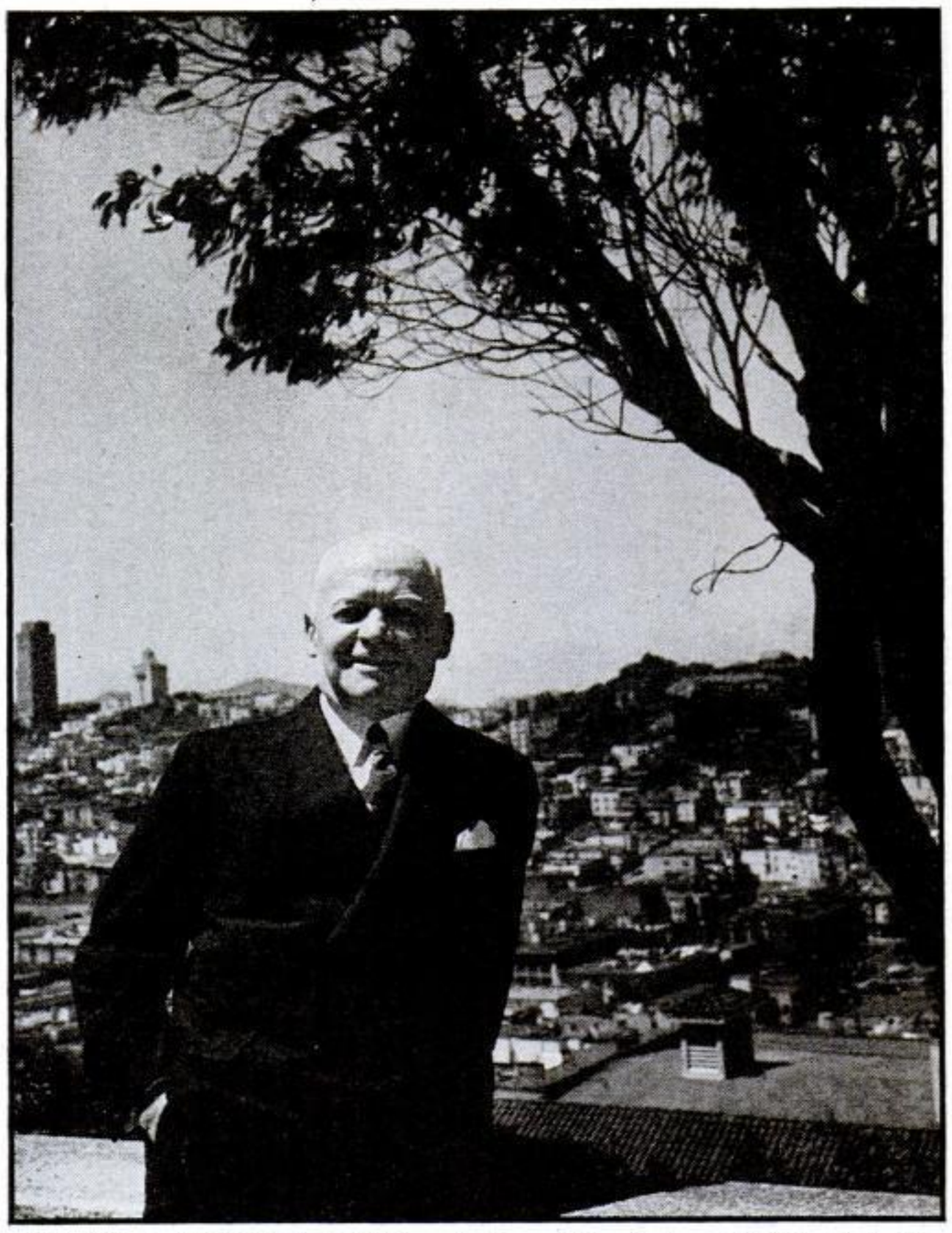
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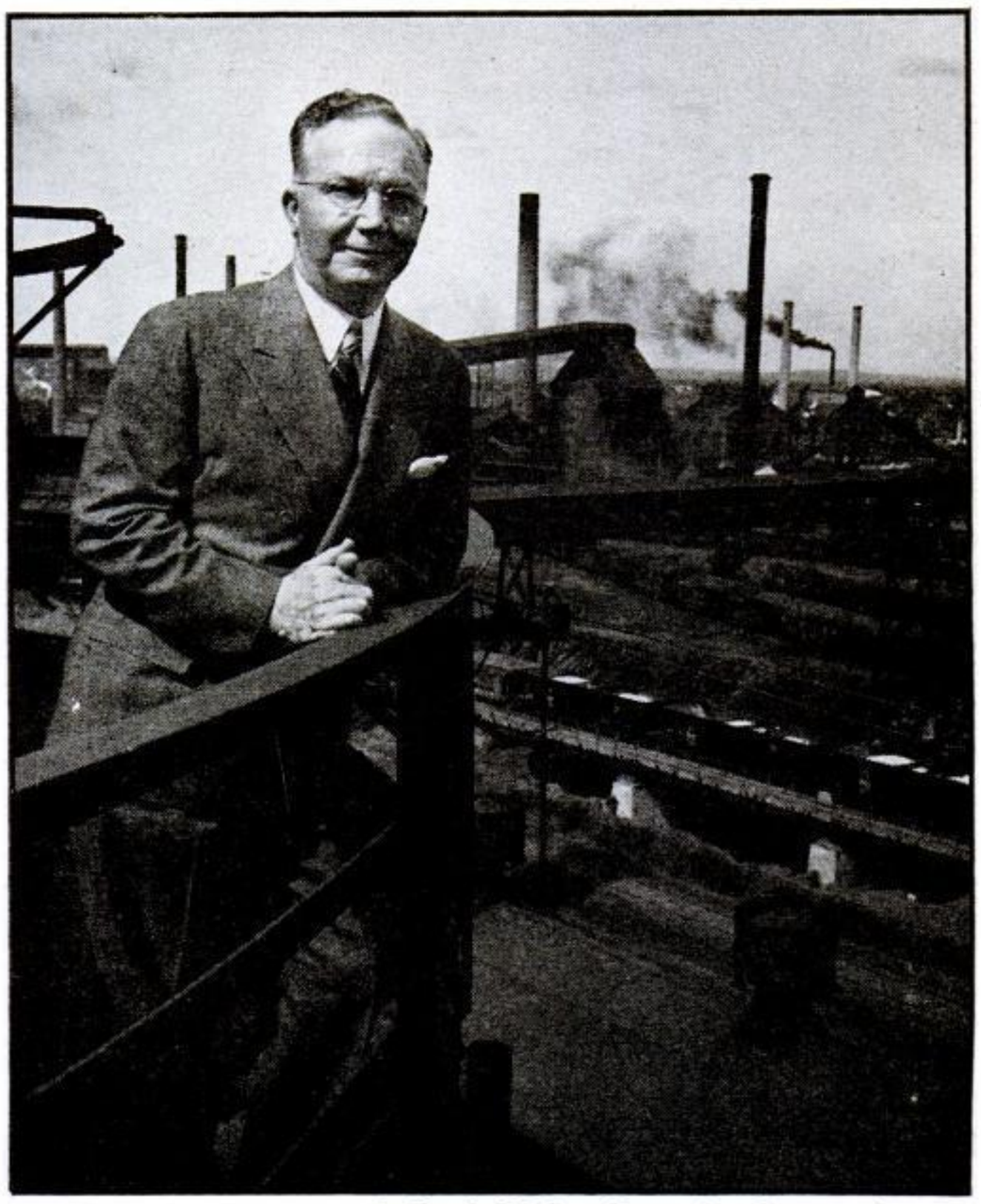
THE STEEL MASTERS



GARY Walter E. Hadley, 64, like the other men shown here, is one of the regional bosses in Steel's far flung empire. He is operations manager for Carnegie-Illinois's big Chicago district, which includes the modern plant at Gary. Ore shipped down Lake Michigan is unloaded into his blast furnaces at the east end, emerges at west end as 5,700,000 tons a year of rails, wheels, axles, sheet steel for automobile bodies. Hadley, seen here against the background of a blast furnace, is a mining engineer with 42 years' experience as draftsman, chemist and plant supervisor.



WEST COAST William A. Ross, 68, stocky and full of zip, has 51 years' experience in the West Coast steel business from office boy to sales manager but, unlike other men shown here, never made steel itself. He runs U.S. Steel's plants in California plus the newly acquired 1,280,000-ton Geneva plant in Utah. The West Coast branch has its own raw materials and is completely independent of eastern operations.



BIRMINGHAM Redheaded Robert Gregg, 61, who runs the Tennessee Coal, Iron and Railroad Co., is one of the few men ever hired from other companies for top jobs. An ex-football lineman at Carnegie Tech, he learned steelmaking at the Atlanta (Ga.) Steel Co., joined U.S. Steel in 1932. His two big Birmingham plants, located between mountain of ore and mountain of coal, are fourth-biggest unit in corporation.

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PITTSBURGH Charles R. Cox, 55, is president of Carnegie-Illinois, biggest steelmaking unit of the empire, formed in 1935 by consolidating the Pittsburgh and Chicago-area operations. Here he stands before a giant ladle pouring molten pig iron into an open-hearth furnace at the Edgar Thomson works near Pittsburgh, which was Andrew Carnegie's first steel plant. Other Carnegie-Illinois operations around Pittsburgh, where Cox makes his headquarters, stretch for 21 crowded miles along the Monongahela River. Cox, one of the smartest and hardest-hitting of the steel masters, worked as an accountant after leaving New York University and did not get into the steel business until he was 29. He learned his trade with Crucible Steel Co., was hired by U.S. Steel in 1934 as plant superintendent for National Tube Co., became president by 1943 and was promoted to Carnegie-Illinois last August. He is boss of Walter Hadley (*left, opposite page*) and holds corporation's biggest job under Fairless.

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BOARD OF DIRECTORS

This is the first photograph ever published of the corporation's board of directors, possibly the most powerful group of men in the whole industrial world. At head of table sits Irving S. Olds, former J. P. Morgan & Co. lawyer who has been with Steel since 1936 and was made chairman of the board in 1940. On right side of table (*from rear*) are President Fairless; James B. Black, president of the Pacific Gas & Electric Co.; George A. Sloan, who is a director of Bankers Trust and Goodyear Rubber; William A. Irvin, an up-from-the-ranks steelman who was president of the corporation from 1932–38; Nathan L. Miller, Steel's top lawyer and onetime governor of New York; Myron C. Taylor, former chairman of the board, recently presidential envoy to the Vatican, and Enders

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M. Voorhees, accounting expert who joined U. S. Steel in 1937 to become chairman of the finance committee. At left, four men at table in foreground are (*from front*) Thomas W. Lamont, chairman of J. P. Morgan & Co.; Robert C. Stanley, president of International Nickel Co.; Cason J. Calloway, Georgia textiles tycoon, and Arthur M. Anderson, vice president of J. P. Morgan & Co. Away from table at extreme left is Sewell L. Avery, board chairman of Montgomery Ward. Behind him are Philip R. Clarke, president of Chicago's City National Bank & Trust Co., and Alexander C. Nagle, president of New York's First National Bank. Portraits on wall (*from left*) are Henry Clay Frick, the coal-industry giant who ran Andrew Carnegie's steel company in pre-merger days; Judge Elbert H. Gary, the pious lawyer who was board chairman from 1903 to 1927, and George F. Baker, banking titan who sat on the board from 1905 until his death in 1931. Bust at right is of J. P. Morgan the elder, who in 1901 put U. S. Steel together.

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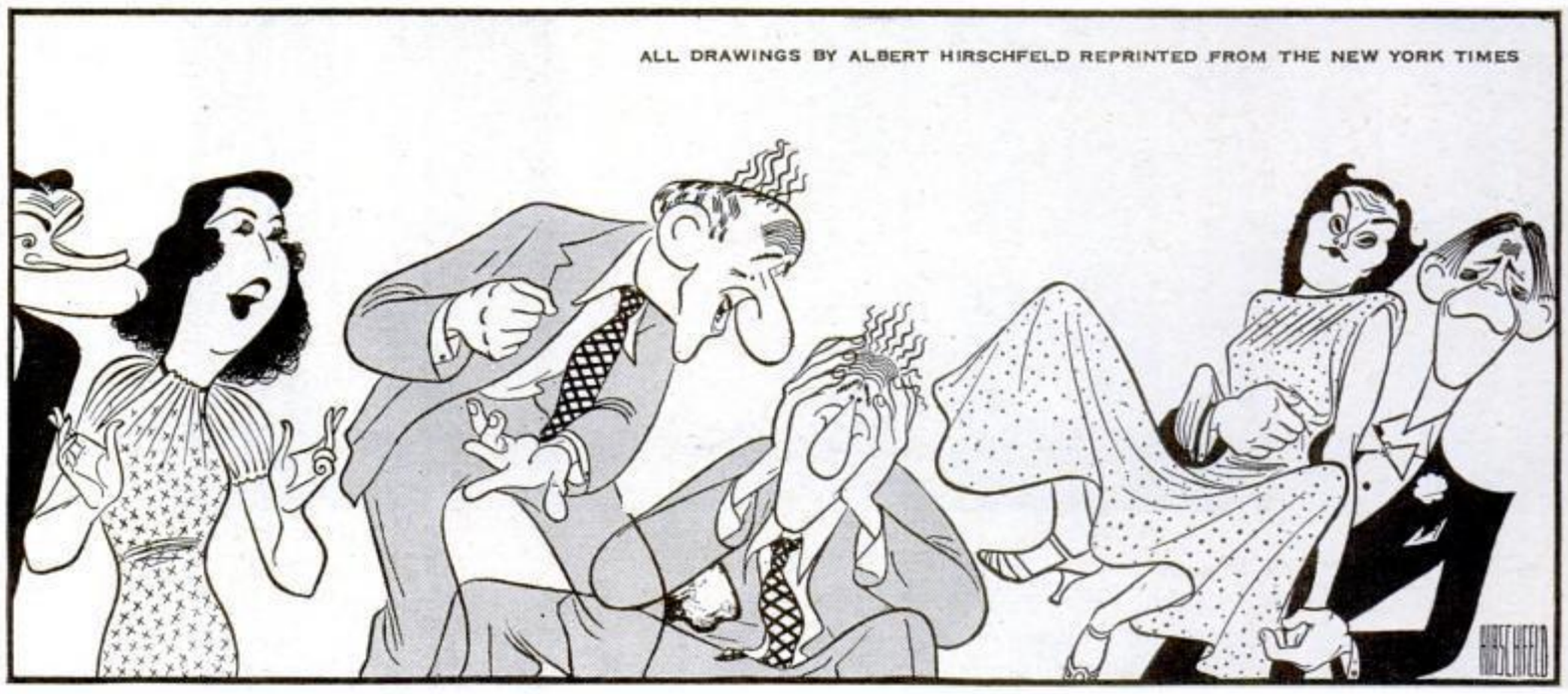


WHEN AT WORK ON A PLAY, CROUSE LIKES TO THINK AT A TYPEWRITER; LINDSAY LIKES TO PACE THE FLOOR AND ENACT ALL THE ROLES



STATE OF THE UNION is still going strong after a year on Broadway. Above: Ralph Bellamy, Ruth Hussey.

ALL DRAWINGS BY ALBERT HIRSCHFELD REPRINTED FROM THE NEW YORK TIMES



RED, HOT AND BLUE, which ran for 183 performances in 1936–37, was an early Lindsay & Crouse product. This Hirschfeld cartoon shows stars Bob Hope, Ethel Merman and Jimmy Durante heckling Jimmy Durante.

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LINDSAY & CROUSE

The U. S. theater's most successful collaborators have found their partnership as rewarding in friendship as in profits

by LINCOLN BARNETT

HOWARD LINDSAY and Russel Crouse compose what is probably the most successful team of dramaturgists since Gilbert and Sullivan. In 12 years of partnership they have collaborated, either as authors or producers, on a total of eight shows of which seven were unmistakable hits. *Life with Father*, which rounds out seven years of continuous performance on Broadway this month, is now a recognized American dramatic classic. *State of the Union*, which will be a year old on Nov. 14, not only won the 1946 Pulitzer Prize but by virtue of its admirable political thesis recently inspired press talk of Lindsay-&-Crouse-for-President.

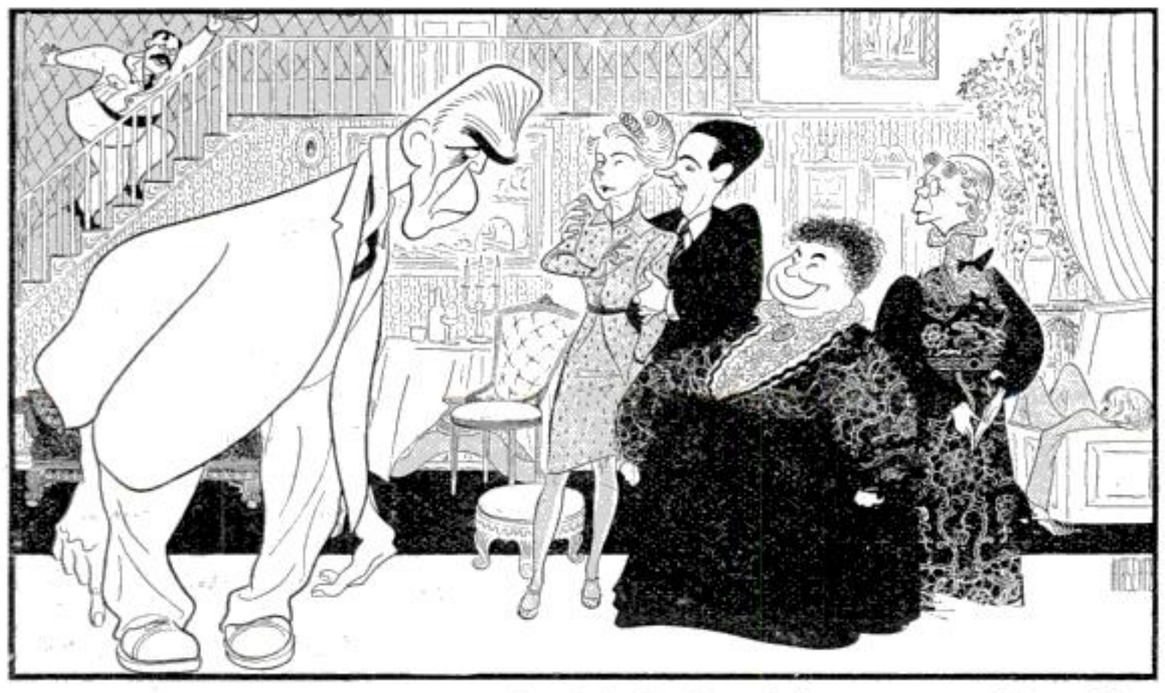
At this moment the partnership is involved in enterprises which sometimes seem to friends to resemble in nature and scope those of the U. S. Treasury. The pay-off on their past and present productions is such that the mere business of banking royalties leaves Lindsay & Crouse little time to think about new plays. Over and above the financial distraction of having two smash hits running simultaneously on Broadway, they find themselves compelled every so often to receive the profits of road companies flourishing in the provinces, overseas or below the equator. Until a few weeks ago they were trapped in Hollywood supervising the filming of *Life with Father*, for the screen rights to which they obtained a contract giving them virtually everything in the Warner Brothers lot except a franchise to drill for oil. The picture will be released in 1947 with William Powell and Irene Dunne in the leading roles.

Since Lindsay & Crouse insist they would rather write plays any day than endorse checks, the attention they devote to their currently prospering works stems less from business acumen than professional conscience. They are stern perfectionists who feel that their obligations as playwrights, far from ending with the delivery of a script, continue until the final curtain. Lindsay, in addition to being an experienced actor who created the role of Father and played it for five years on Broadway, is also an accomplished director. Throughout rehearsals of their plays he and Crouse stand by to rewrite scenes or revise dialog "as the test of enactment suggests." After a play opens they haunt the theater compiling notes on audience reactions. "An audience," says Lindsay, a thoughtful analyst of his craft, "can't argue with you or tell you how to fix a scene. But it always lets you know when something's wrong." Months after a show has settled down to a long run Lindsay & Crouse will drop in at a performance to see if some subtle shift of emphasis has impaired the effectiveness of any scene. They frequently travel to remote cultural centers like Detroit or Omaha to inspect whatever road companies they may have on tour. This constant watchfulness is one reason why Lindsay & Crouse productions run practically forever.

Unlike Gilbert and Sullivan, who for all their perfect collaboration never liked each other, Lindsay & Crouse are good friends. They are, indeed, inseparable comrades who enjoy each other's company both at work and at poker. In their office over the Hudson Theater (which they own) their desks are shoved together back to back so they can look at each other while working. Their telephones sprout from a single connection, and when the bell rings both men answer; any call to Lindsay *or* Crouse inevitably becomes a three-way conversation. Their friends are mutual. With their wives they compose a compact quartet that would be notable in any profession for amiable communion of interest. Lindsay's wife is Dorothy Stickney, who played opposite him in the role of Mother during the first five years of *Life with Father*. Crouse's wife Anna, who is the daughter of Dr. John Erskine, the author and educator, worked in the Lindsay & Crouse office for several years with the title of "Production Assistant." The Lindsays and the Crouses are together most of the time. When social exigencies separate them for an evening, Lindsay always telephones Crouse—or vice versa—last thing before bedtime to exchange gossip picked up at a party or to comment on news in the midnight editions. "We've been together so much we feel uncomfortable if we don't call each other up before going to sleep," says Crouse. "We're about as close as two fellows could be," says Lindsay.

They attribute the success of their plays in great measure to their happy relationship as working companions. Free from self-consciousness they have no hesitation in adducing bad ideas or declaring "That stinks," for in the interplay of their minds they have found that good ideas often evolve from bad ones. Being architectonic craftsmen with an intense feeling for structure, they never compose dialog until they have thrashed out the entire anatomy of a play, situation for situation and scene for scene. Thus their labors consist mainly of talking to each other, which they find mutually stimulating. They talked about *Life with Father* for two whole years before they ever wrote a line of dialog. They talked about *State of the Union* for 18 months before writing it. When dialoging finally gets under way they immure themselves in the study of Lindsay's house in Greenwich Village. Lindsay paces the floor; he estimates he has covered 37,286 miles in 12 years of partnership. Crouse harries an ancient typewriter which as an ex-newspaperman he finds essential to his creative function. His fingerwork is erratic and his copy legible only to his wife and Lindsay. Crouse's typing is, in fact, as individual as any handwriting. One day before he began courting Anna, whom he married in June 1945, he left a piece of paper in her typewriter with the anonymous message, "Anna Erskine is a sweeTie pie;,". He was greatly surprised when she identified the author. In the course of oral processing, a Lindsay & Crouse play becomes so homogenized that neither partner can ultimately point to any line or idea and say, "That's mine." Crouse admits that Lindsay has a greater knowledge of the theater. Lindsay confesses that Crouse has a sharper sense of comedy. Nevertheless there is no real division of con-

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ARSENIC AND OLD LACE, produced by Lindsay & Crouse, starred Boris Karloff in the role of a man who looked like Karloff. It is now being played in Copenhagen.



LIFE WITH FATHER last week went into its eighth year of continuous performance on Broadway. Lead roles were created by Lindsay and wife Dorothy Stickney (*left*).

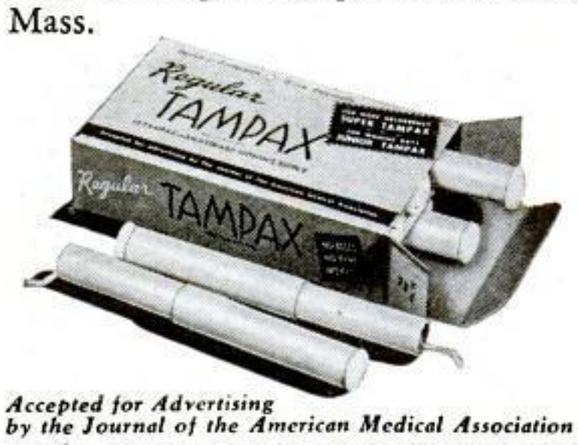
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"How does she keep up her pep and her spirits *all through* the month? Doesn't *she* have those depressing days too?". . . . Of course these smart, modern women have similar problems on "those days" each month, but many of them have discovered *Tampax* as a method of sanitary protection.

The first thing you notice about Tampax is its small size which permits it to be worn internally—in contrast to the bulky external pads with their belt-and-pin supports. Perfected by a doctor, Tampax comes with individual applicators and is made of pure surgical cotton throughout. It is easily disposable and simple to use. No odor forms. No chafing possible. No bulges or lines "show through" under your dress and you need not remove the Tampax in tub or shower!

A whole month's average supply of Tampax fits into your purse. The drug stores and notion counters sell it in 3 absorbencies—Regular, Super, Junior. Buy today—it's good for your peace of mind. Tampax Incorporated, Palmer, Mass.



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tribution. "We don't complement each other," Lindsay observes. "We supplement each other. If any two people can be said to think alike, we do."

Despite their synthesis of intellect, it is often possible for old acquaintances to distinguish Lindsay from Crouse. Lindsay is 57 years old, Crouse 53. Lindsay is somewhat taller. Although both men wear mustaches, Lindsay's is bushier as the result of its five years in *Life with Father*. Crouse's mustache has a rather apologetic look and from time to time in moments of self-doubt he shaves it off. He grew it several years ago during a Mediterranean cruise. "But when I got off the boat at Naples," he recalls, "every dame on the pier had a better one than mine. I haven't felt the same about it since." Lindsay is a fastidious dresser. Crouse's clothes usually look as if he had spent the last week sleeping in subway trains. Since his marriage he has occasionally been seen wearing a white shirt, but he mostly prefers blouses of dark red or blue gabardine known in road companies as "thousand-mile shirts." "He can't get them cleaned," says Lindsay. "He has them sandblasted." Crouse's suits bulge with an accumulation of documents usually allocated to a filing cabinet. He has one pocket for *State of the Union*, another for Hollywood communiqués, another for manuscripts and so on. His wife swears she once exhumed an uncashed royalty check for $20,000 which had been reposing in an inside pocket for five months.

Lindsay is an extremely self-disciplined and conscientious man who answers all his mail including advertisements from book publishers and announcements of bargain sales. Crouse answers nothing and worries constantly about countless little threads of unfinished business. Lindsay once termed him "The Happy Worrier." Crouse is, as a matter of fact, almost always gay, volatile, loquacious. Charles Brackett, writer and Hollywood producer (*The Lost Weekend*), once wrote of Crouse, "He is the most flawlessly gentle, tactful, witty and charming human being I know." Although glib, his humor is never acidulous; it is often fey and frequently takes the form of puns. (Example: on hearing that a group of friends were going grouse-shooting, he remarked, "I hope they don't make a typographical error.") Lindsay, on the other hand, frightens people without meaning to. Naturally rather shy, he hides his diffidence beneath a brusque austerity which, like his mustache, developed during his enactment of Father into something rather alarming. He bites over the telephone, and when, impelled by the friendliest motives, he barges out of his office and says, "My name's Lindsay; what can I do for you?" he scares strangers to death. He is an insomniac and at one time was a practising hypochondriac who developed symptoms of every new disease he read about in the medicine section of *Time*. "Don't ever ask Howard how he feels," Crouse used to warn friends, "because he'll tell you." If he saw someone take a pill, he would automatically ask for one without inquiring its function. Lindsay got over his hypochondria, however, while playing Father, who scorned all sickness as a form of moral frailty. He eats anything, likes cocktails before dinner and an occasional highball afterward. Crouse, on the other hand, has been a teetotaler since one Sunday morning 30 years ago when he awakened after an all-night drinking bout to find himself walking down a Kansas City street clutching a half-empty beer bottle. In the bottle was a carnation.

One of them is charming

DURING the run of *Arsenic and Old Lace*, which was their first venture as producers, Lindsay & Crouse decided that every business team should have one charming partner to make people feel they ought to work for nothing and one s.o.b. to see that they did. They flipped a coin to determine the charming member of Lindsay & Crouse. Crouse won. Yet Lindsay, for all his gruffness, is actually no tougher than his partner. When faced with any unpleasant chore, like firing a bad actor, they postpone action for days, discussing how the ax can be most painlessly applied. In composing a distasteful letter, they dictate jointly, somewhat as follows:

LINDSAY: "Dear So-and-so." Your turn, Crouse.

CROUSE: "Colon." All yours, Lindsay.

LINDSAY: "Dash." Crouse?

CROUSE: "Thank you for your note of November 1." See if you can top that, Lindsay.

LINDSAY: "Period."

CROUSE: "New paragraph."

In the end, Lindsay, the official s.o.b., will usually remember an important engagement and leave Crouse to carry on alone.

The team of Lindsay & Crouse came into being quite by accident —as the result of a shipwreck—12 years ago this fall. Prior to their merger Lindsay had already established a triple-threat reputation

CONTINUED ON PAGE 120

When Your Eyes Are Tired DO THIS

MAKE THIS SIMPLE TEST TODAY

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WHAT IS MURINE?
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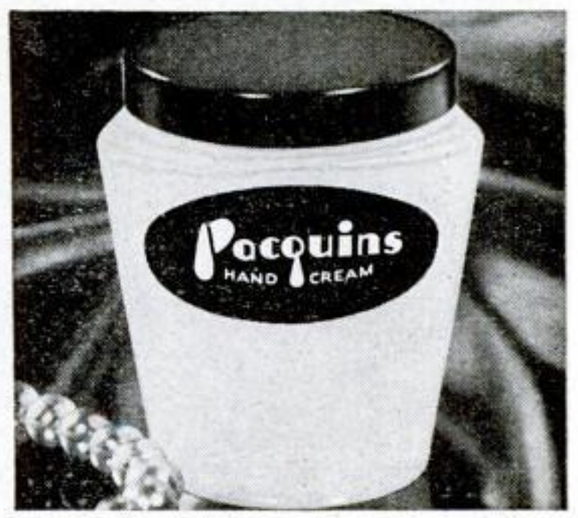
No . . . the grimiest, dirtiest housework in the world needn't leave your hands looking gloomy . . . red and rough. Help keep your hands on the happy side of life with fragrant snowy Pacquins. This world-famous hand cream eases away that beet-red look. Hands come out of a Pacquin massage looking whiter . . . feeling ever so much smoother and softer.

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IN THEIR OFFICE over theater where they operate as producers, Lindsay (*left*) & Crouse always talk to callers simultaneously over twin extensions.

LINDSAY & CROUSE CONTINUED

as an actor, director and playwright. His career had its inception in Atlantic City, N.J. when he was scarcely 10 years old. One of his uncles was publisher of a local daily and a highly practical man who permitted defaulting advertisers to amortize their debts in trade. As a consequence of this journalistic barter an insolvent teacher of elocution gave lessons to young Howard twice weekly for four years. Lindsay soon became a demon reciter and the nastiest little exhibitionist on the Atlantic seaboard. After school he would approach old ladies sitting on the porches of beachfront hotels and uncork his hideous repertoire: "*When you see a man in woe, walk right up and say 'hello,'* " and "*I hate these pants that mother makes that leave me room to grow.*" Then he would pass the hat. His act was so remunerative that he decided to go on the stage. He clung to his purpose all through school and his freshman year at Harvard. For a time he wavered toward the ministry. But a catalog of the American Academy of Dramatic Arts speeded his decision. His mother was horrified when he announced he was leaving Harvard to study for the theater. But his grandmother said reasonably, "Howard should make a good actor. He's so fond of staying up late nights."

Lindsay spent a year at the Academy and the next four touring with road companies around the U.S. He played 42 weeks of one-night stands in *Polly of the Circus*, worked as an extra in Hollywood, appeared in vaudeville and lectured for Kinemacolor travelogs. For nine lean months he was stranded in San Francisco. Desperate to get back east, he finally landed a job with Margaret Anglin's famous repertory company as bit player and assistant stage manager. By the time the company reached New York he had graduated to fatter roles and the post of stage manager. Lindsay remained with Miss Anglin for five years. Today he attributes much of his theatrical know-how to his association with her. "She was," he says, "my education and my university." Lindsay made his first splash on Broadway after the war—in which he served as an infantry corporal overseas—by directing and acting in *Dulcy*, a comedy by George S. Kaufman and Marc Connelly. Thereafter he was never at a loss for work. With Bertrand Robinson he wrote three successful comedies: *Tommy*, *Your Uncle Dudley* and *Oh Promise Me*. Following a brief, unproductive exile in Hollywood, he returned to Broadway and staged *Gay Divorce*, starring Fred Astaire. In 1933 he wrote and staged *She Loves Me Not*, a comedy about Princeton which brought fame to Burgess Meredith.

Early in the summer of 1934 Lindsay was signed by Producer Vinton Freedley to stage a musical comedy tentatively called *Bon Voyage*. The story involved comic doings aboard ship during a fire at sea. On the very day the script landed on Freedley's desk the steamship *Morro Castle* burned off the New Jersey coast with an appalling loss of life. In the face of this tragedy Freedley realized the story could not be used. But the songs were all written, the scenery built and rehearsals just two weeks away. To salvage his investment he exhorted Lindsay to write a new book. Lindsay, who was then convalescing from a bout of flu, agreed, provided Freedley could find him a collaborator. Three days later Freedley introduced Lindsay to his emergency helper, a fellow named Rus-

CONTINUED ON PAGE 122

NEW GLUE!

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the rhythm is jive! And mind you, when Harry James plays that trumpet he's
mighty particular that you hear it at its best. That's why Harry James performs exclusively
for Columbia Records . . . as do so many other stars you rank *first* in their fields of popular
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Just listen to the latest Harry James album at your Columbia Record
dealer's . . . and you'll understand why the stars choose Columbia
and why Columbia's the best buy for you!



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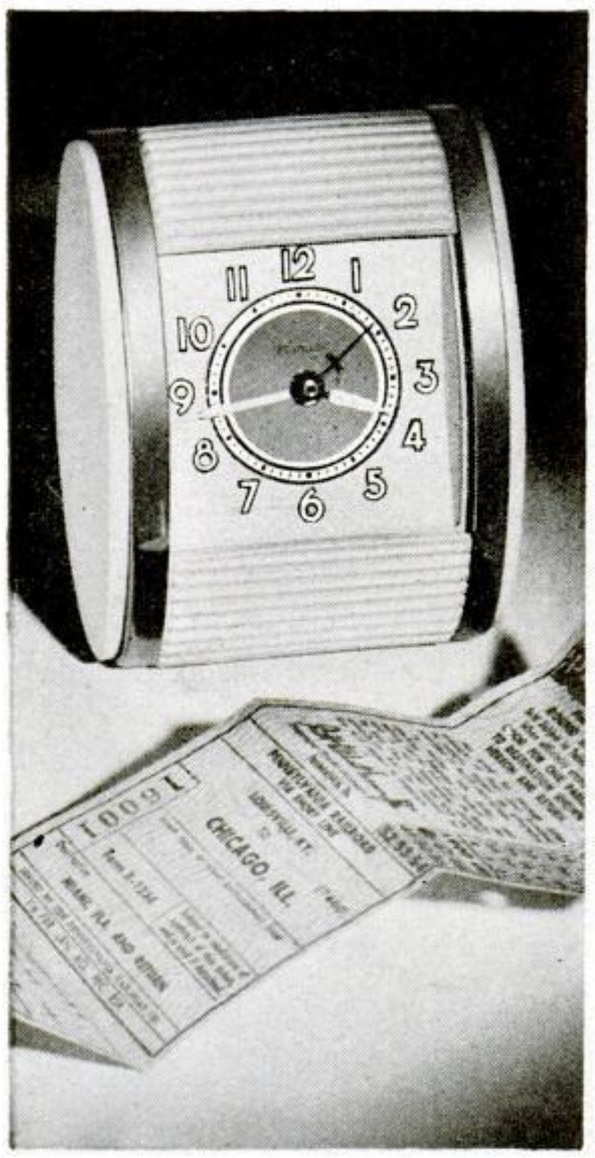
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sel Crouse. Between them they hurriedly metamorphosed *Bon Voyage* into *Anything Goes*, which with Ethel Merman and one of Cole Porter's best scores (*You're the Top, I Get a Kick Out of You*) ran in New York for more than a year.

By contrast with Lindsay's impressive backlog of achievement, Crouse's stage experience at the time of their meeting was slim. For most of his working career he had been a newspaperman. His father was an editor who owned various Midwestern papers, among them the *Republican* of Findlay, Ohio, where Crouse was born, and the *News-Bee* and *Times* of Toledo, where he grew up. On his graduation from high school Crouse received an appointment to Annapolis but failed his entrance examination in mathematics. He landed a job as reporter on the Cincinnati *Commercial-Tribune*, stayed there for two years, then moved on to the Kansas City *Star*. Following a period of wartime service with the Navy he gravitated to New York where he worked on several newspapers, turned out three books and wrote two musical shows, one of which (*Hold Your Horses*, starring Joe Cook) was a success. For five years he was press agent for the Theatre Guild.

Mr. Crouse hits the jackpot

AT 5:30 p.m. on Friday, Sept. 7, 1934, Crouse sat down in a hotel room to play poker with some friends. The game lasted all through the night. Shortly before dawn on Saturday the *Morro Castle* burned. By noon Crouse was $600 in the hole and producer Vinton Freedley was feverishly trying to find a collaborator for Lindsay. The game continued all through Saturday and Saturday night. By 11:30 a.m. Sunday Crouse was $50 ahead; so, groggy but content, he staggered off to a luncheon engagement at the home of Artist Neysa McMein. One of the guests was Cole Porter, who remarked that Producer Freedley (who was by now frantic) could use a good librettist. That night Neysa McMein dreamed about Crouse. Being a fancier of the occult, she accepted the dream as a portent. She telephoned Porter. Porter telephoned Freedley. Freedley telephoned all over town trying to find Crouse. Toward evening he glanced out the window of his office and miraculously saw Crouse, like a vision, in a window across the street. An hour later Lindsay & Crouse went to work. Five weeks later *Anything Goes* opened on schedule. The synthesis of Lindsay & Crouse proved so profitable for all concerned that Freedley promptly put them to work on another show. The result, *Red, Hot and Blue*, starring Ethel Merman, Jimmy Durante and a new comedian named Bob Hope, ran for 183 performances. The following year Lindsay & Crouse turned out *Hooray for What?* with Ed Wynn. Then, reluctant to be classified as musical-comedy librettists, they began thinking about a play.

During the fall of 1937 Lindsay and his wife spent a good many evenings reading Clarence Day's books of family reminiscence, *Life with Father, Life with Mother* and *God and My Father*. They soon became aware of their dramatic possibilities, particularly inasmuch as they had long been hunting a play in which they could act together. Although the venture was purely speculative, Lindsay & Crouse gambled two years on their outline. They talked about *Father* in New York, aboard a North Cape cruise ship, in the streets of Oslo and in Russia. They spent all their savings, rejected a good Hollywood contract and went into debt. At length from the mass of Day's disconnected memoirs they selected certain themes and wove them with situations of their own devising into a coherent story. Then they dialoged it in 17 days.

On Nov. 8, 1939 *Life with Father* opened in Manhattan's venerable rococo Empire Theater. The premiere was so fraught with missed cues and fluffed lines that Lindsay and his wife went straight home from the theater, eschewing supper parties and the 3 a.m. editions. But next morning the notices were good and there was a line at the box office. Although no one then forecast that *Father* would break all records for theatrical longevity, Lindsay & Crouse soon discovered from audience reactions that their play had the priceless asset of "universal appeal." It touched all people. A Polish expatriate told the playwrights, "You have written about my family in Poland." A French movie director said, "You must have known my father." Even Chinese found fragments of their own family memories in *Life with Father*.

The Lindsays, who had thought to indulge themselves for one season, found themselves trapped for five. They never grew bored, for each new audience, according to Lindsay, is "like a live fish at the end of your line—you have to land it." But their roles were arduous; their parts were long and Miss Stickney had to run up and down a staircase 24 times in each performance. Unlike many companies which become torn by jealous feuds in the course of a long

CONTINUED ON PAGE 125

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To do right by dinner

Wine

is what you need

IS THAT YOUR HAND pouring Sauterne wine to go with that leg o'lamb? You're setting up something pretty tempting in the taste department. Get the roast carved and begin enjoying things.

A tempting wisp of wine fragrance starts you off. But something even better follows. Take a bite of the lamb, then a sip of the wine. That's when taste buds really cheer. If eating can be perfect, this is it! And you'll want some more, so try rich red California Port with fruit at dessert time. Or with coffee and your favorite cheese.

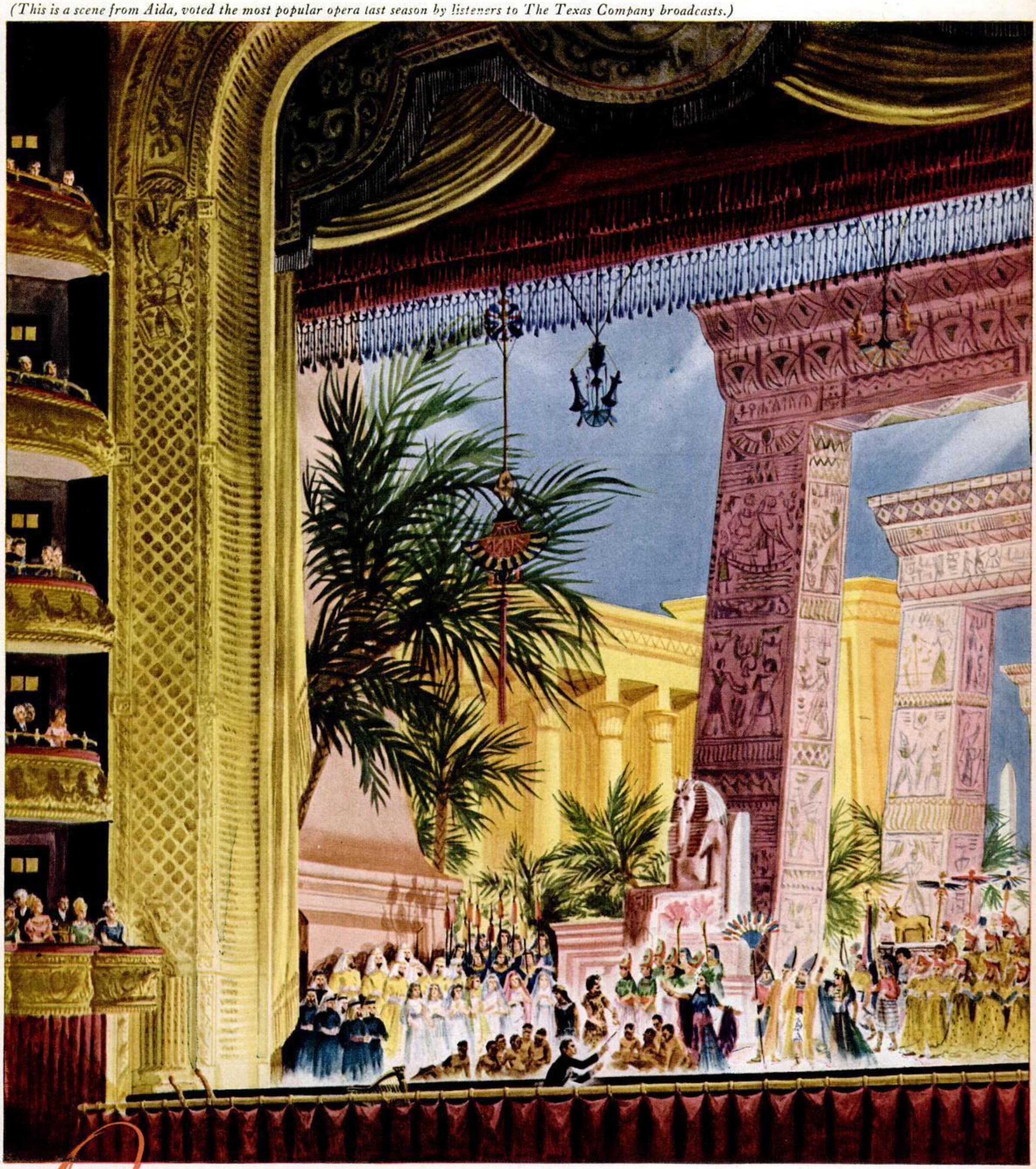
We wine growers think perhaps you'd enjoy some of the other ideas in our wine and food book. We'll send it to you, completely *free*, if you write Wine Advisory Board, 717 Market Street, San Francisco 3.



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THE LINDSAYS like to spend evenings reading aloud to each other, a pastime from which idea for *Life with Father* evolved. They have been wed 19 years.

LINDSAY & CROUSE CONTINUED

run, the cast of *Life with Father* developed a kind of happy-family spirit. Domestic problems were shared. Birthdays, holidays and anniversaries were celebrated together. The child actors grew up and sometimes were promoted to other parts. "We had 28 children in five years, which is something of a record," Lindsay recalls. One night Crouse joined the cast. An actor who played the minor role of "Dr. Somers" had fallen ill. Crouse volunteered to understudy. Next day when friends asked him why he had bothered, he replied, "I just wanted to see if there was a doctor in the Crouse."

Like *Life with Father* their next enterprise grew out of a quiet evening of reading. The Lindsays had come straight home from the theater and settled comfortably in their living room, Father with the midnight editions, Mother with a manuscript which had been sent to her by a young playwright named Joseph Kesselring. From time to time Miss Stickney laughed and exclaimed, "Oh Howard, this is unbelievable. It can't be done. But it's a terribly funny idea." "What's it about?" he asked. "Well," she said, "it sounds absurd but it's about two old ladies who poison 13 men with elderberry wine. It's not quite right but I think you ought to read it." A few days later Lindsay sent a telegram to Crouse, who was then in Hollywood writing *The Great Victor Herbert*, announcing he had found an amusing play and asking, "How'd you like to be a producer?" Crouse wired back, "Buy it." Under the guidance of Lindsay & Crouse, Kesselring rewrote his play, evolving a new character bearing a fearful resemblance to Boris Karloff. At great effort Lindsay & Crouse persuaded Karloff himself, who had never played on Broadway and was reluctant to exploit his screen reputation, to accept the role. *Arsenic and Old Lace* opened on the night of Jan. 10, 1941.

Lindsay told Crouse just before the curtain went up, "We either have a hit or we'll be run out of town." To their astonishment *Arsenic* proved, like *Father*, to have a kind of universal appeal—if for psychopathic reasons. Its eldritch comedy captivated audiences around the world. It ran for 1,444 performances on Broadway and 1,337 in London—the longest run of any American play in the history of the British theater. It was the first American play produced after the war in the Italian language in Rome, and in French in Paris. It was the play most often requested by GIs overseas. At one time it was being performed simultaneously by 20 companies from Göteborg, Sweden, to Cape Town, South Africa and from Montevideo, Uruguay to Auckland, New Zealand. It has been played by amateurs and children, and once in sign language by a cast of deaf mutes—as a result of which Lindsay & Crouse received a citation for "the most outstanding contribution to the general welfare and advancement of the deaf during the year 1942."

As the profits poured in, Lindsay & Crouse dispersed them to *Arsenic's* financial backers—21 in all—in monthly instalments accompanied by facetious letters which soon became collectors' items on Broadway. Four weeks after the opening they wrote: *Dear Angel, Enclosed you will find our first statement. We think it is a charming document and we hope that others more charming will follow. If there is anything in this about which you wish to complain we shall be glad*

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FAMOUS PARKER GAMES



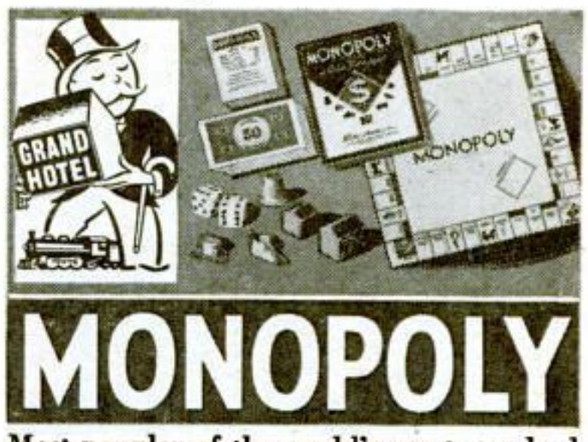
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to hear from you. Just address us in care of the Dead Letter Office, Washington, D.C. A few months later *Arsenic's* angels received a letter signed by Crouse, beginning: *Dear Angy-Wangy. You may breathe easier! "Open-hearted" Crouse, the backers' boy friend, has managed to get hold of the checkbook again, and if I can keep Lindsay out of the office for a few minutes I'll see that you really get a check.* In February 1944, Lindsay sent out the checks saying: *Dear Limited Partner: You have been limited by Mr. Crouse long enough, and so I am sending along the enclosed check. This, I hope, will demonstrate to you that so far as the firm of Lindsay & Crouse goes, it is Lindsay who fights on the side of the angels.* In October 1944 the partners wrote jointly: *Dear Stockholders. There is no reason on earth why you should still be getting money from* Arsenic and Old Lace *except that you happened to fall in with the two most honest guys since Abraham Lincoln.* A year later they wrote: *Sweetheart: Enclosed you will find a check for the amount of your original investment and 25% more. This is absurd!*

A gift for Karloff

SOME of *Arsenic's* 21 backers were professional angels who regarded any Lindsay-Crouse enterprise as a gilt-edged investment. Others were friends whom the partners cut in after the show's success was assured. One of these was Boris Karloff. Dubious of the whole undertaking from the first, Karloff had rejected their offer of a chance to invest. Lindsay & Crouse nevertheless set aside a bloc of shares in his name and kidded him for his parsimony throughout the run of the show. Once they handed him his weekly salary of more than $2,000 entirely in nickels. Another time they offered him a new contract setting his salary at $25 a week plus any money thrown up on the stage. In reprisal Karloff declared it an outrage that he had to pay for his own make-up and issued an ultimatum that he would resign from the cast unless he were granted an allowance for powder forthwith. A few nights later Lindsay & Crouse appeared in his dressing room with a big box tied up in ribbons. "Here's all your powder for the next five years," they said. "Now shut up." On opening the box Karloff found it crammed with bottles and tins of tooth powder, roach powder, foot powder, baking powder, louse powder, gun powder, Seidlitz powders and powdered eggs.

During the presidential campaign of 1944 Lindsay & Crouse began juggling the idea of a play about politics. One day at a luncheon party Helen Hayes asked them if they had ever thought of writing a play around a presidential candidate. From that moment the project dominated their thoughts. Lindsay retired from *Life with Father* along with his wife, who had been feeling for some time that she "just had to get out of that bustle," and started work on *State of the Union.* In the next 18 months of creative effort Lindsay & Crouse found themselves repeatedly frustrated by the fluidity of politics; they had to rewrite whole scenes again and again as headlines changed. At its tryout in Philadelphia a year ago, one critic commented that *State of the Union* was so timely it would be stale when it reached New York. To this the authors replied, "Nuts. Congress can't move faster than Lindsay & Crouse." Today *State of the Union* still sounds as if it had been written yesterday. As a matter of fact Lindsay & Crouse actually do rewrite it from day to day. Lines involving reconversion and rationing have been supplanted by lines about inflation and the meat shortage. One speech, in which the hero picks up a newspaper and reads a headline aloud, is composed anew before every performance. "It's just like running a newspaper," says Crouse, "We enjoy it even if the actors don't."

To its authors *State of the Union* is more than a hit or a Pulitzer prize winner. It is their first attempt to say something important, a tract against political cynicism. "We're what are called 'liberals,' although we don't like the word much," they explained recently. "Our political convictions are close to those of Willkie and F.D.R." In *State of the Union* they poke barbed fun at diehards of both parties, at squabbling labor factions, professional politicians and a lazy electorate. Press reactions ranged from rave reviews in the drama sections to serious disquisitions in editorials and political columns. The Chicago *Daily News* suggested that Lindsay & Crouse should write the party platforms for 1948, and "maybe one of you should run for President, or perhaps both of you." Retorting solemnly that they did not choose to run, Lindsay & Crouse explained, "The real purpose behind the serious content of our comedy was to stir the conscience of the individual citizen." To this end they sold screen rights to Paramount with the unusual stipulation that the film must be released prior to the conventions of 1948. When people ask them if *State of the Union* is pro-Republican

CONTINUED ON PAGE 128



Lakeland
SPORTSWEAR

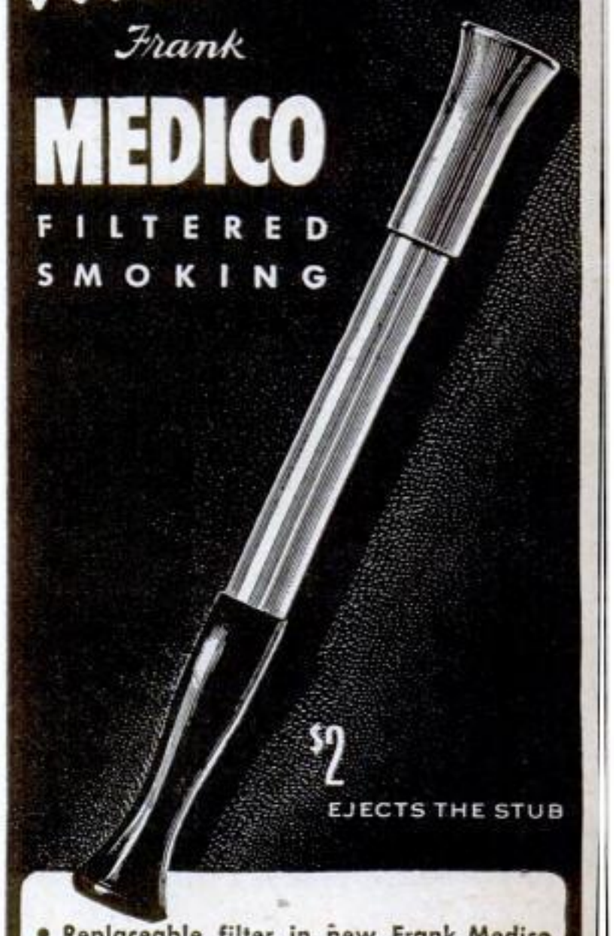
New "Stadium" Coat
— protects you handsomely

Light as a topcoat — warm as an overcoat — smart as anything! Attractive all-wool herringbone tweed —with a luxurious Timme alpaca pile lining. Try on the "Stadium" today at your Lakeland dealer's or write for his name.

Lakeland Mfg. Co., Sheboygan, Wis.

CUT DOWN NICOTINE

Frank
MEDICO
FILTERED SMOKING



- Replaceable filter in new Frank Medico Cigarette Holders, *filters* the smoke.
- Cuts down nicotine.
- Cuts down irritating tars.
- In zephyrweight aluminum.
- Special styles for men and women.
- $2 with 10 filters, handy pouch and gift box.

S. M. FRANK & CO., INC., NEW YORK 22

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the HISTORY of a HIT!





FRANK BORZAGE, two-time Academy Award winner, director of such triumphs as "Seventh Heaven," "Farewell to Arms," "Three Comrades" and "The Spanish Main" signs with Republic Pictures to produce that studio's first TECHNICOLOR picture.



BORDEN CHASE'S brilliant American Magazine story is chosen—the stirring emotional tale of a woman who gave her lips to one man and her love to another.

FRANK BORZAGE'S
Production of
I'VE ALWAYS LOVED YOU
In Romantic TECHNICOLOR
PHILIP DORN
CATHERINE McLEOD
WILLIAM CARTER
MME. MARIA OUSPENSKAYA
FELIX BRESSART • FRITZ FELD
ELIZABETH PATTERSON
VANESSA BROWN
LEWIS HOWARD
Directed by
FRANK BORZAGE
Screen Play by BORDEN CHASE
Adapted from his American Magazine Story "Concerto"
A REPUBLIC PICTURE



From among thousands, star-maker Borzage names beautiful, talented, but virtually unknown CATHERINE McLEOD for the coveted leading feminine role. Famed columnist Louella Parsons hails her as "the girl all Hollywood is talking about."



The world's greatest pianist, ARTUR RUBINSTEIN, records outstanding compositions by Rachmaninoff, Beethoven, Mozart, Wagner, Chopin, Mendelssohn, Bach, Schubert and Brahms for the picture.



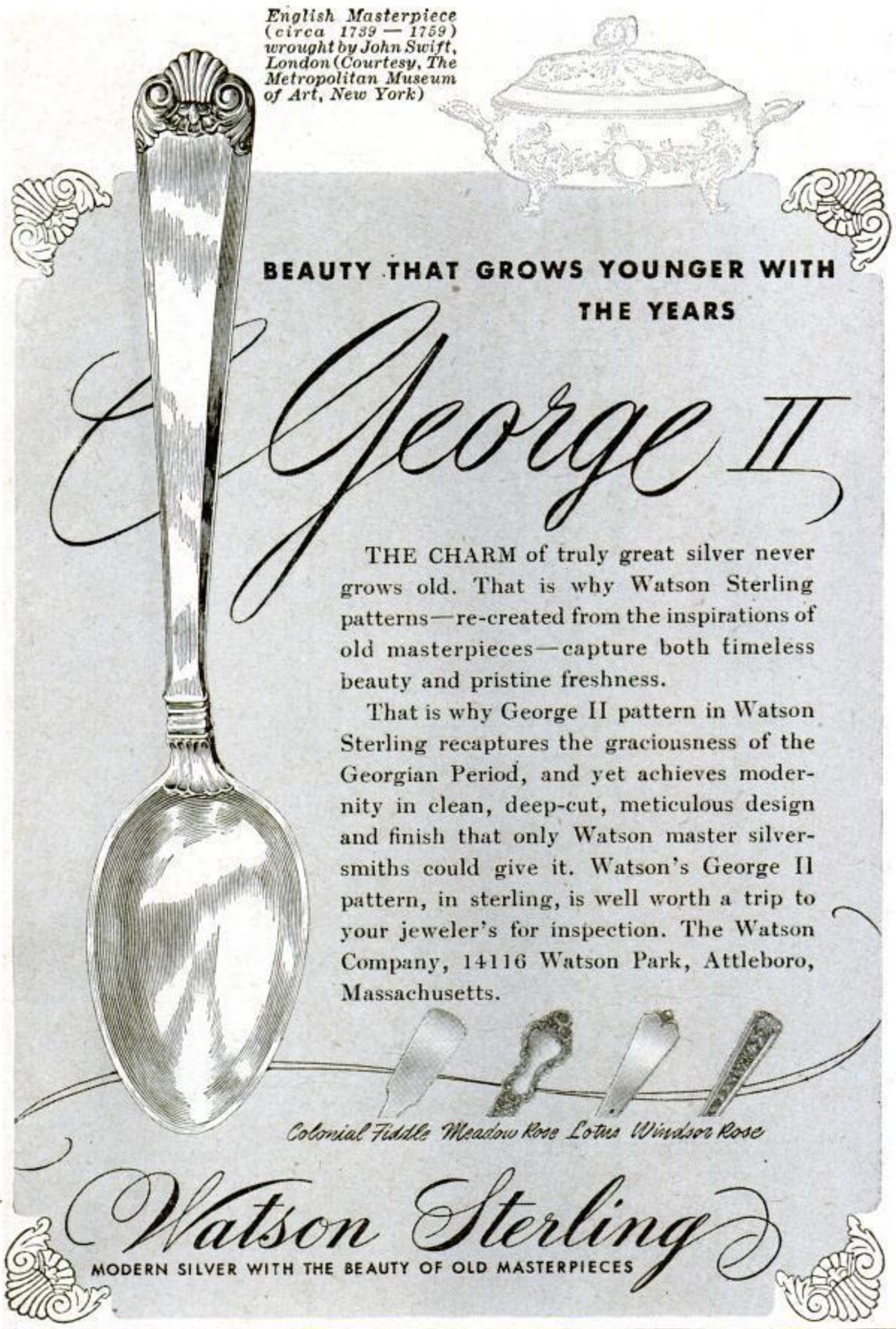
On August 28 "I'VE ALWAYS LOVED YOU" opens in Chicago. Records are smashed at the Apollo Theatre. Crowds and critics rave!



Then New York! Broadway's Loew's Criterion Theatre selects it as its 10th Anniversary attraction. Again—thrilled crowds, sensational reviews for a great picture. For example: Walter Winchell says it "offers slick man and womaneuvers! Catherine McLeod comes through in a blaze of stardust!"

And Now Breaking Records In The Nation's Best Theaters From Coast To Coast!

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LINDSAY & CROUSE CONTINUED

or pro-Democratic, they retort it is pro-American. When asked if its hero is patterned on Wendell Willkie, Crouse usually replies, "He's not Willkie. But he's certainly Crindsay—and maybe Louse."

Today Lindsay & Crouse find themselves in the happy position of having two smash hits on Broadway and two major movies in the making. Their friends naturally assume that from their golden torrent of royalties Lindsay & Crouse must long hence have amassed millions. Actually they are little more affluent than they were in the first years of their partnership. For one thing, taxes on their concentrated earnings have never left them, even in their peak years, more than 14¢ out of every dollar. "We just wave to the money as it goes by," says Crouse. Being socially conscious they contribute generously to charitable, civic and political causes. Unlike many in their profession, Lindsay & Crouse have no expensive habits except poker, at which they frequently win. Next to poker their favorite pastime is reading the newspapers; they read eight New York papers every day. Lindsay also enjoys reading circulars, bus transfers and leaflets accompanying bottles of mouthwash. When an interviewer for a drama page asked Lindsay what he and his wife did for recreation, he replied, "Just sit." Both men are happily married. Miss Stickney treasures as the nicest compliment she ever received from any man a remark her husband made on seeing her made up for the role of a 75-year-old woman. "Darling," he said, "I can hardly wait."

Both Lindsay & Crouse have indulged themselves to the extent of buying private houses in Manhattan. Both establishments are furnished in Victorian style, a décor they liked years before *Life with Father* engulfed them in the period. From time to time the Lindsays and the Crouses go off on antique hunts. On one such occasion they were stopped for speeding and escaped a summons only by virtue of their talent for dialog. The policeman asked Lindsay, the driver, where he was going in such a hurry. "We're going to look for antiques," Lindsay answered innocently. The policeman raised his eyebrows. "I've heard a lot of excuses," he said, "but not that one. What's the rush?" Crouse spoke from the back seat. "We want to get there," he said, "before they get any older."

For some months Lindsay & Crouse will be preoccupied with the film version of *State of the Union*. They are also currently plotting *Life with Mother*, an adaptation of additional episodes from the Day memoirs. Beyond that they have no commitments and no plans save a vague notion of essaying another political play, a serious one. But it is certain that whatever they do for a long time to come they will do together. For the firm of Lindsay & Crouse is welded by something a good deal stronger than professional catalysis. They regard their partnership as something providential, and they are thankful for each other. "Crouse is the most beloved man in New York," says Lindsay. Says Crouse, "Getting together with Lindsay was the greatest break of my life. Nothing ever happened to anybody better than that."



THE CROUSES strike a Victorian pose before Victorian mantel. They plan to name their hoped-for daughter Lindsay Anne Crouse to perpetuate firm name.

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Announcing the great new STINSON VOYAGER



The proved plane – improved for '47!

IF YOU THINK it's time you flew—*in your own plane*—you're right!

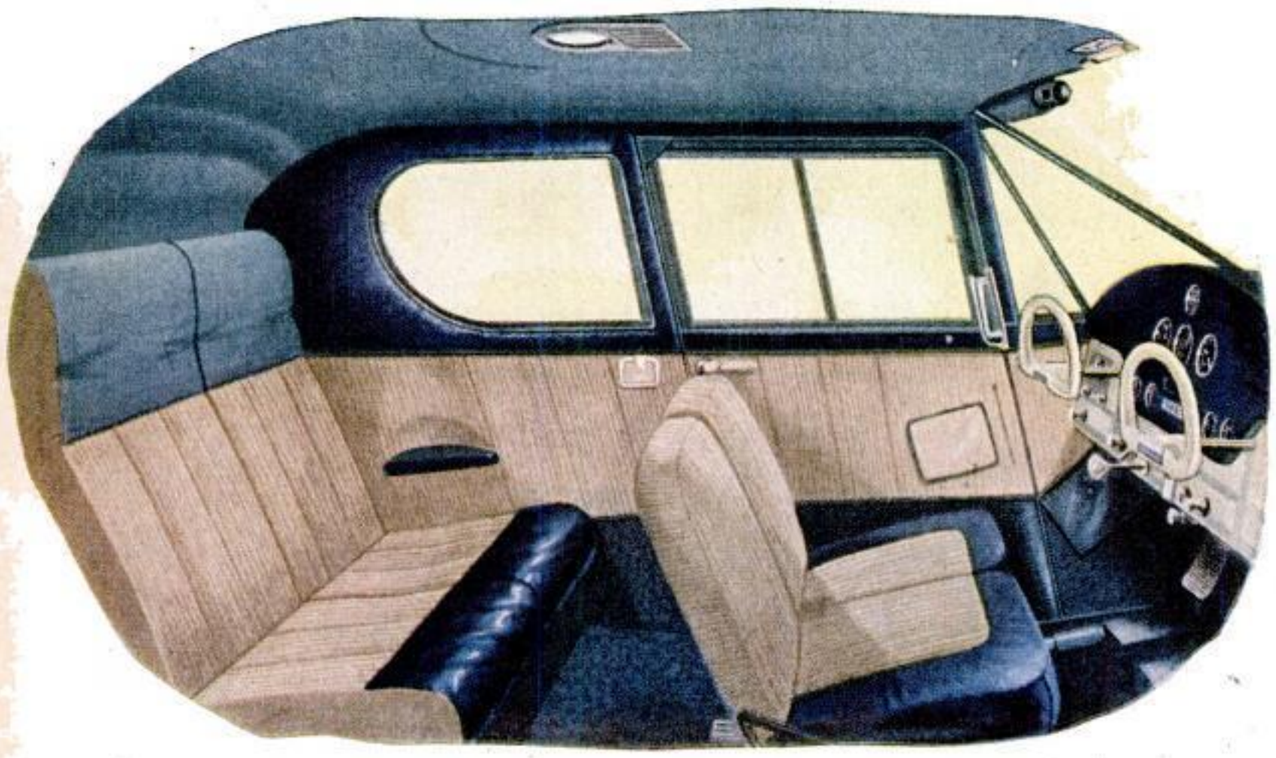
And if you think the great new Stinson Voyager is just the plane you've been waiting for—you're right again! For 21 years, the name Stinson has stood for personal planes of *proved* dependability, performance, and safety.

And for '47, this famous plane—proved in the hands of thousands of pilots—has been *improved* to give you still greater value and dependability.

Once you see this beautiful new Voyager—and fly it—we predict you won't be happy till you own it! Drop in on your nearest Stinson dealer for a demonstration flight—see for yourself what this plane can do!

The great new Stinson Voyager for '47 is a 4-place, "fly-anywhere" plane . . . carries useful load of 1,006 lbs. . . . 150 horsepower . . . cruises at 125 m.p.h. . . . maximum speed, 133 m.p.h. . . . takes off with a run of only 620 feet . . . rate of climb, 650 f.p.m. . . . service ceiling, 13,000 feet . . . flying range, 500 miles . . . stops in 290 feet after landing. Flaps for quicker take-offs and slower, shorter landings . . . built-in wing slots for safety. Oleo spring-draulic landing gear for incredibly smooth, cushioned landings. Two-way radio. Radio loudspeaker in soundproofed cabin eliminates necessity for headphones.

Write for illustrated brochure to Stinson Division, Consolidated Vultee Aircraft Corporation, Wayne, Michigan.



Stinson

For 21 years—America's greatest name in personal planes

Stunning new interiors by Henry Dreyfuss are functional as well as smart. Rich broadcloth upholstery . . . rich, deep-pile floor carpet and a distinctive new instrument panel—all blend together to achieve a pleasingly fresh concept of personal plane beauty. This new plane is available in two models—the 4-place Voyager 150 and the revolutionary new "Flying Station Wagon" with a load capacity of *24 cubic feet*—carries pilot and 600 cargo-pounds.

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Carioca dances with flavor

Yes, it "dances" with flavor—a flavor and fragrance as tropical as the exciting beats of deftly shaken "maracas" That's Carioca. And that's your cue for a deftly shaken Carioca Daiquiri. For made with Carioca, a Daiquiri (or *any* Rum Carioca drink) is a drink above and apart—an unsurpassed adventure in flavor enjoyment!

Carioca Daiquiri...
Two parts Rum Carioca,
White Label.
One part lime juice.
Teaspoon sugar.
Shake *well* with cracked ice.
Strain into cocktail glass.

Yours for the asking

Rum Carioca

DISTILLED AND BOTTLED IN PUERTO RICO IN THE WEST INDIES
CARTA BLANCA
Rum Carioca
PUERTO RICAN RUM
86 PROOF 4/5 QUART
DISTILLED & BOTTLED BY RON CARIOCA DESTILERIA INC., SAN JUAN

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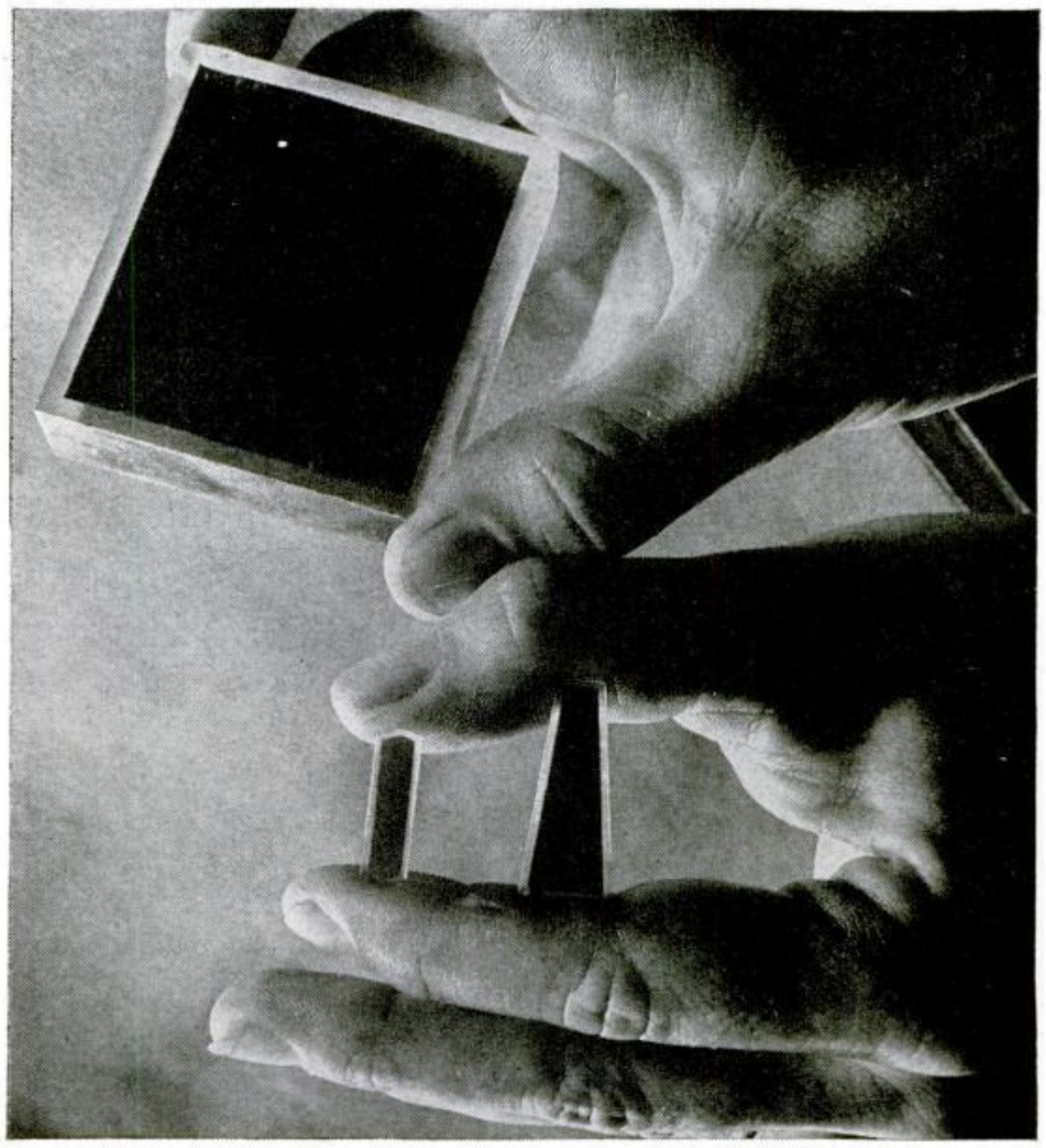
GIRLS IN SHORTS WORK IN THE 100° HEAT OF "GREEN HELL," THE BRUSH COMPANY'S CRYSTAL-GROWING ROOM, WHERE BARS DEVELOP IN TANKS OF SOLUTION

ROCHELLE SALT CRYSTALS

Pretty girls in sunsuits grow a unique mineral that can turn pressure into electrical current

Although they are actually inanimate, certain crystals can be made to grow. For years amateur chemists have grown crystals just because they are pretty. At the Brush Development Company in Cleveland, Ohio, they are grown because they are essential to acoustic devices ranging all the way from hearing aids to parts of secret weapons. The process by which Rochelle crystals are made is an unusual one. "Seed" rods cut from large crystals are placed in moving rubber trays full of supersaturated Rochelle salt solution. Tended by lightly dressed girls (*see above*), the seeds grow to the required thickness in the tropic climate of a room called "Green Hell," whose temperature, starting at 100°, is lowered a fraction of a degree each day. Because the chemicals in the supersaturated solution are identical with those of the seed, they build upon it in the seed's original pattern of crystalline structure. After a month the full-grown bars are taken from the tanks, cut up and made into finished crystals (*see pp. 132 and 134*).

The Rochelle salt crystals which the Brush plant produces have a special characteristic: they create electrical current whenever they are subjected to any kind of mechanical pressure or stress (*see p. 132*). When connected to a sensitive diaphragm, for example, they convert the physical impact of the sound waves which strike it into fluctuating current which can be stepped up by an amplifier to produce any desired volume of sound. Brush crystals are used in 90% of all phonograph pickups, half of all public-address microphones, most hearing aids and many kinds of scientific instruments.



CRYSTALS of different shapes and sizes have different uses. Small ones are used in phonograph pickups and hearing aids, large one is for use in experimental work.

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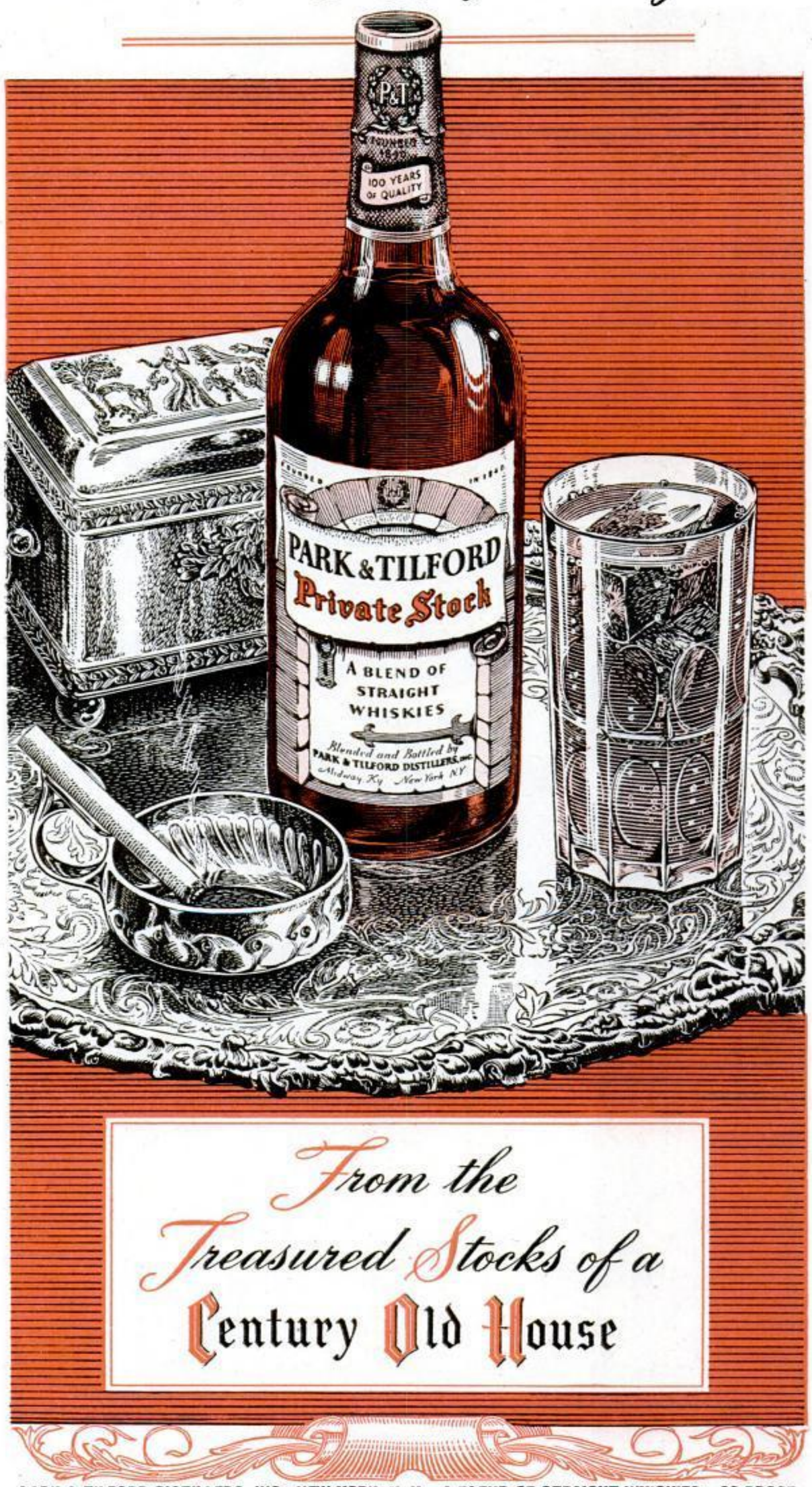
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Founded P&T in 1840

PARK & TILFORD

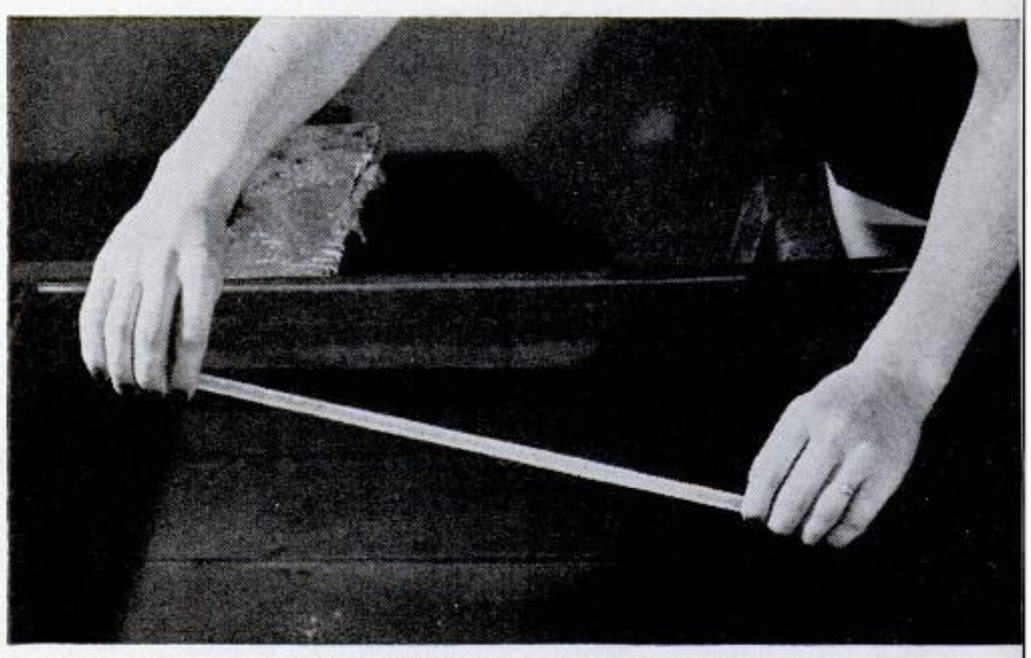
Private Stock

America's Luxury Whiskey

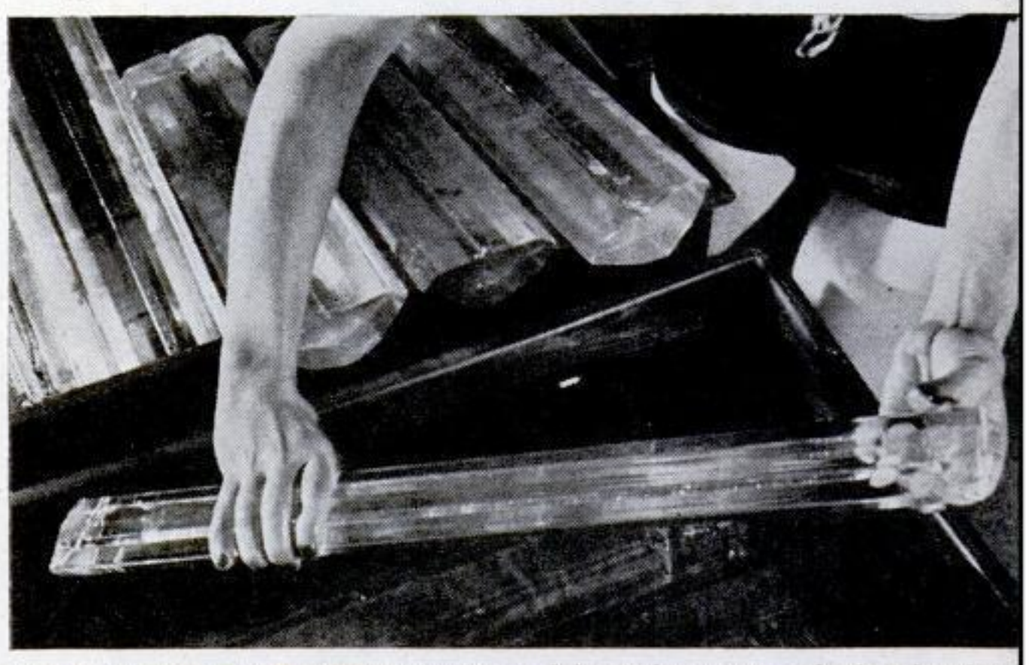


From the Treasured Stocks of a Century Old House

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • A BLEND OF STRAIGHT WHISKIES • 86 PROOF



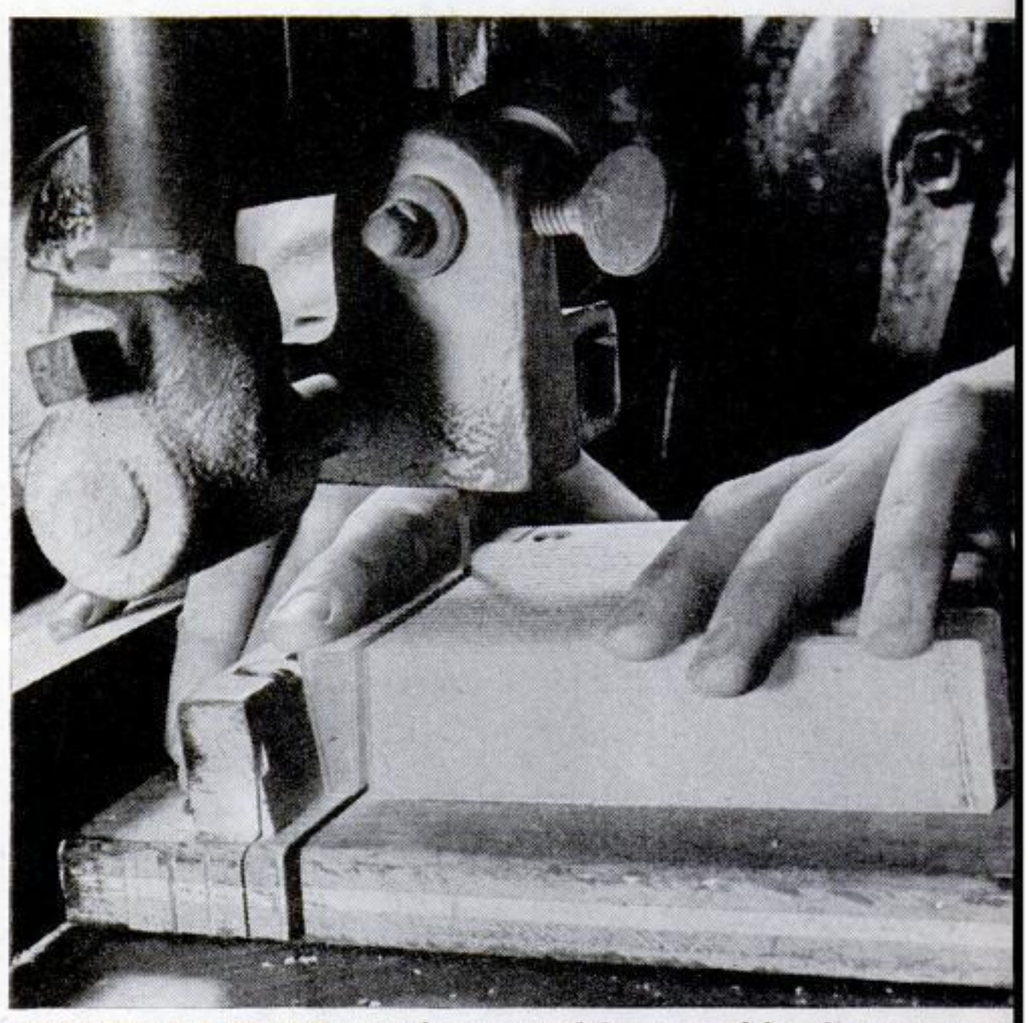
SEED CRYSTAL is placed in the bottom of the rubber growing tray, which is kept in constant, even motion to prevent the salt solution from settling.



FULL-GROWN CRYSTAL is removed from the tray in which it has been developing for a month. Original seed rod is attached and must be ground off.

BENDING CRYSTAL MAKES ELECTRICITY

The quality that makes certain crystals particularly useful in acoustic devices is their ability to produce minute currents of electricity when they are squeezed or bent and, conversely, to bend slightly when current is passed through them. As a bellows blows and sucks air only when it is being opened or closed, so a crystal makes current only when pressure upon it is increased or decreased. When the crystal in a phonograph pickup is vibrated by the needle, it translates those vibrations into electricity which the speaker amplifies and converts into sound.

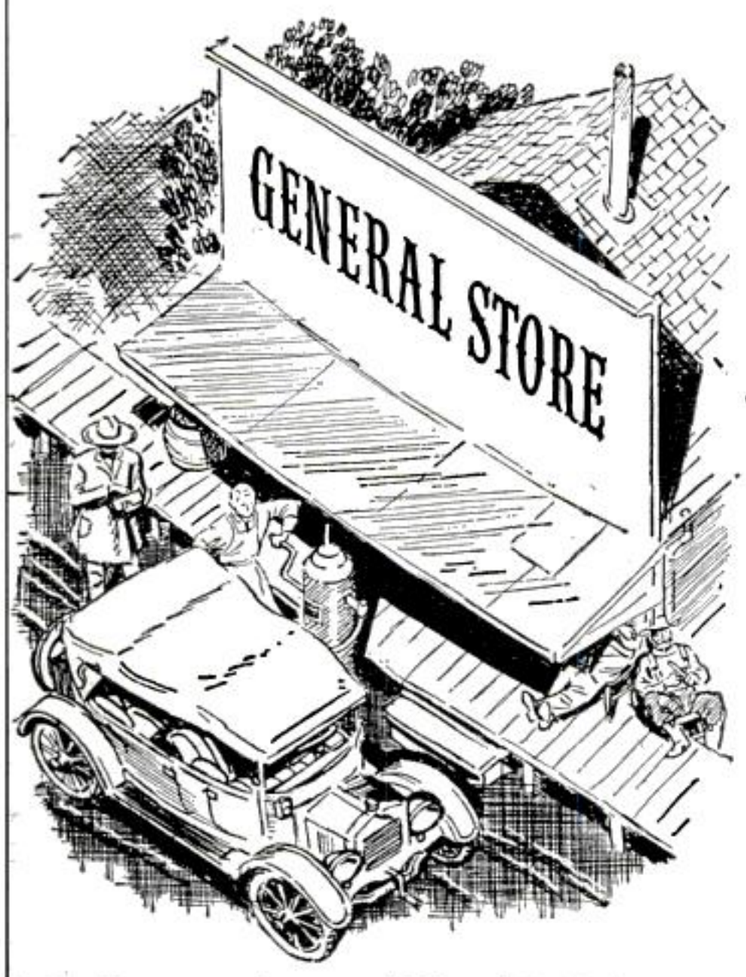


IN CUTTING ROOM crystals are sawed first into slabs, then into strips, finally into blanks of desired shape. Final cutting operation is shown above.

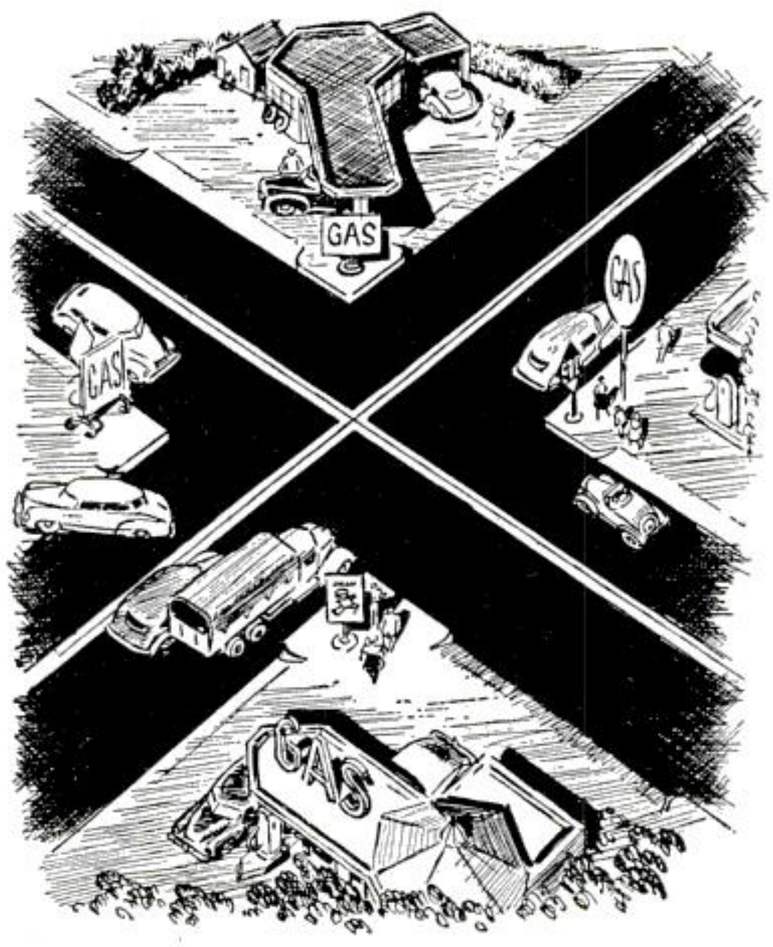
CONTINUED ON PAGE 13

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Don't look now—but your gasoline is frozen



1. In the years between 1920 and 1946, the *octane rating* of Union Oil's "regular" gasoline climbed from 52 to over 80. During that same period, the *price* came down 40%. These gains weren't the result of any "overnight" development. They came *gradually*. So they were largely the result of one factor—*competition*.



2. Under the steady pressure of competition, we had to keep searching *every year* for ways to improve our product or lower our costs. In any one year, the gains we were able to make were usually small. But over several years, the *combined* gains totaled up to substantial progress.



3. During the war, of course, competition in the civilian gasoline field was suspended. But in order to convert our plant to the production of aviation gasolines, we spent about 50 million dollars on new refining facilities—which were paid for, incidentally, out of our own pocket.



4. With the end of the war, we were able to put those facilities into the production of automotive gasolines. We did so promptly, because we were in *competition* again. The result was the finest line of gasolines you ever put in your automobile. The situation lasted until the spring of 1946. Then the nation came up with a lead shortage.



5. Consequently, C.P.A. issued an order reducing the amount of tetra-ethyl lead you could use in motor gasolines. This made our position difficult but not impossible. Because of our new refineries, we could, with a few adjustments, maintain the quality of our gasolines even using less lead. Furthermore we planned to do so.



6. However, C.P.A. later issued another order placing a ceiling of 78½ octane on *all* automotive gasolines—regardless of a manufacturer's refining capacities. So today, your gasoline—and ours—is frozen at that level. But when we do return to a free economy, we have waiting for you a 76 GASOLINE *better than pre-war Ethyl* and two more products, 76 PLUS and 7600, *even better than that.*

UNION OIL COMPANY

OF CALIFORNIA

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S *FIFTH* FREEDOM IS FREE ENTERPRISE

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El gran secreto!

The big secret of Ron Merito's better taste
is "Mountain Distilling!"



©1946 N.D.P.C.

RON MERITO is distilled in a little mountain valley of Puerto Rico where conditions are ideal for making rum that is *extra* smooth, *extra* mellow and tasteful. Remember — the better the rum, the better the drink. Ask for this rum with the "mountain flavor" and lift your drinks to a new deliciousness.



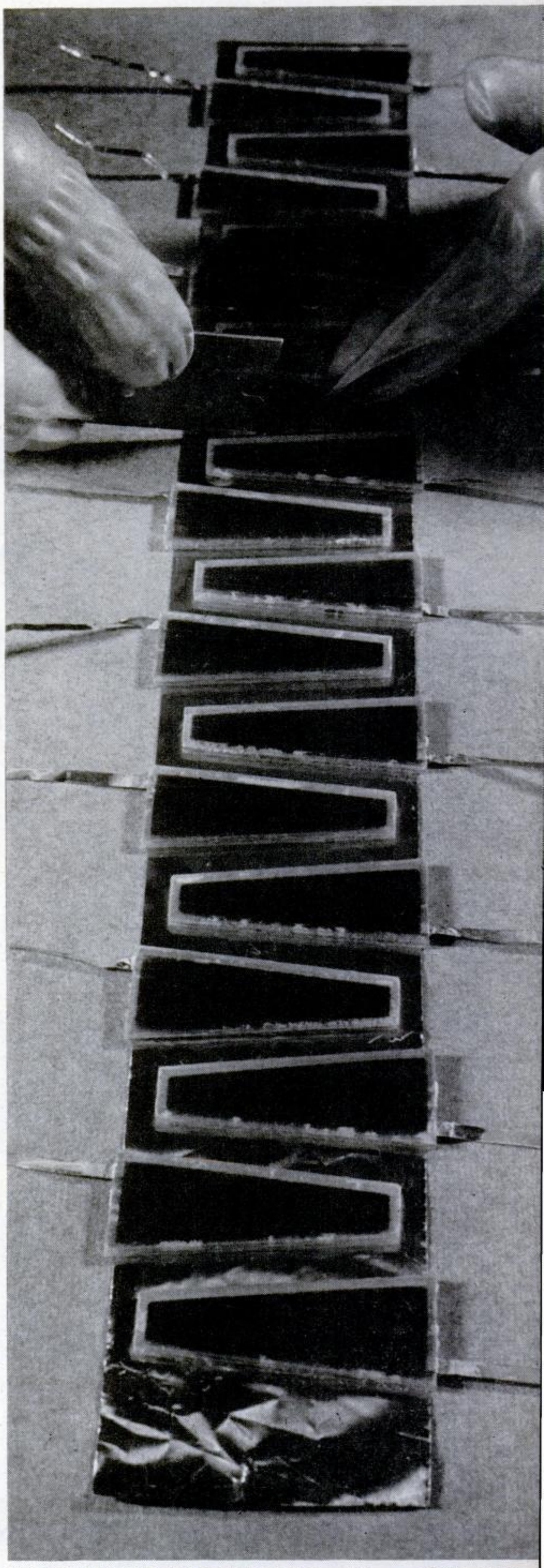
Send for free Ron Merito Recipe Booklet

Ron MERITO

THE PUERTO RICAN MOUNTAIN RUM

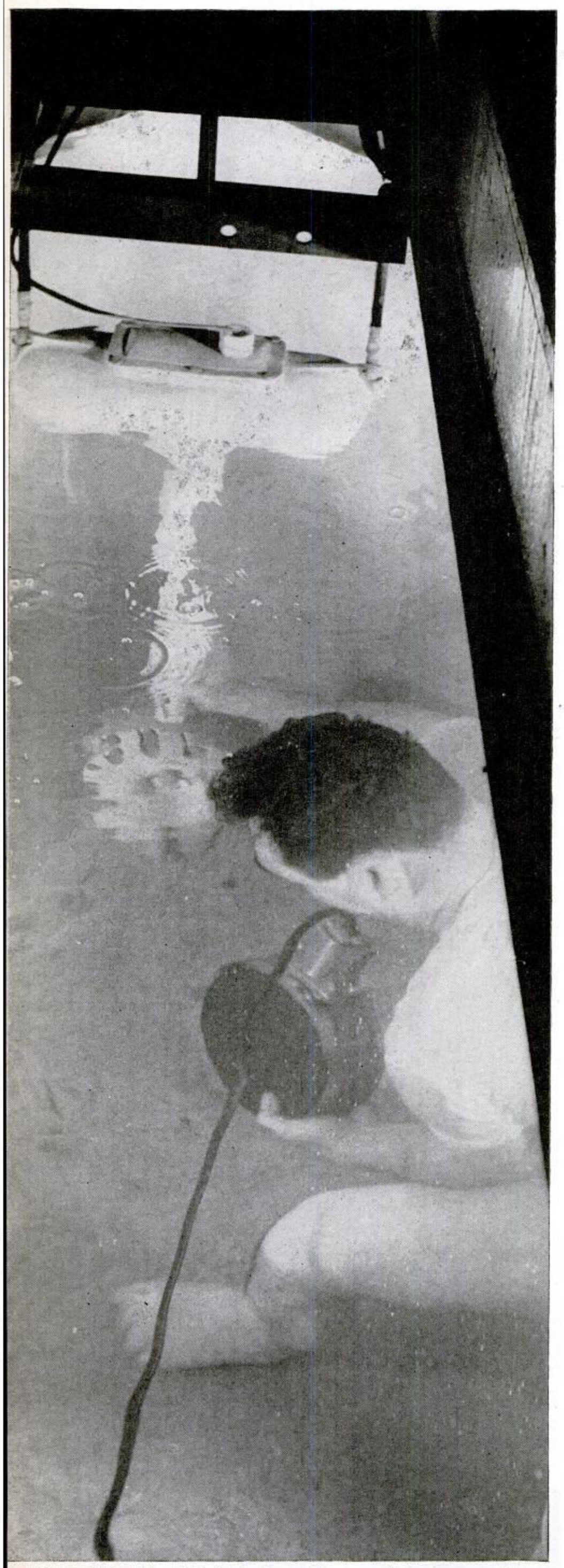


AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS PRODUCTS CORPORATION, DEPT. L34, P.O. BOX 12, WALL STREET STATION, NEW YORK 5, N. Y.

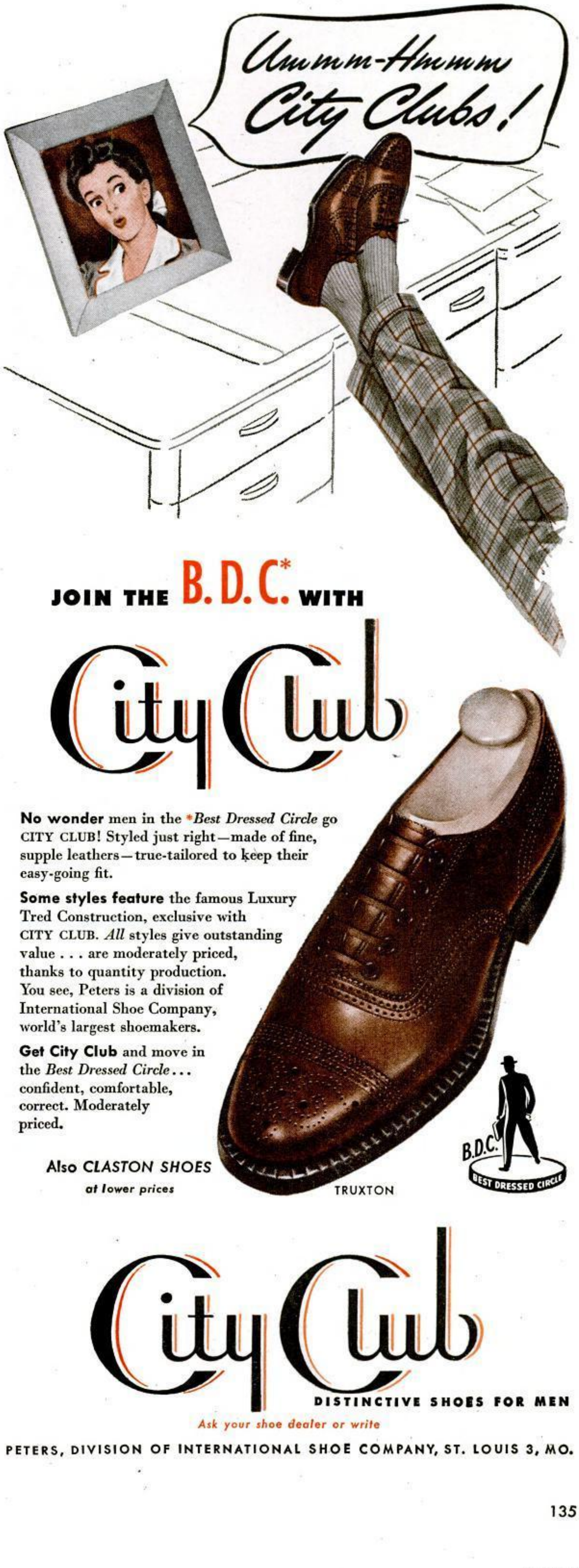


WEDGE-SHAPED CRYSTAL PLATES are laid on metal foil which is cu to size. Finished crystal is made by sandwiching foil between two plates, wra ping them in another sheet of foil. Strips projecting at sides are thin go leads, attached to foil to carry current produced when crystal reacts to pressur

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SONAR DEVICE, in which Rochelle crystals are used, is given an underwater trial. Used to locate objects below water's surface, sonar sends out sound impulses which bounce off the target and return to a listening instrument. The distance is determined by the time elapsing between impulse and echo.



JOIN THE B.D.C.* WITH

City Club

No wonder men in the **Best Dressed Circle* go CITY CLUB! Styled just right—made of fine, supple leathers—true-tailored to keep their easy-going fit.

Some styles feature the famous Luxury Tred Construction, exclusive with CITY CLUB. *All* styles give outstanding value . . . are moderately priced, thanks to quantity production. You see, Peters is a division of International Shoe Company, world's largest shoemakers.

Get City Club and move in the *Best Dressed Circle* . . . confident, comfortable, correct. Moderately priced.

Also *CLASTON SHOES* *at lower prices*

TRUXTON

B.D.C. BEST DRESSED CIRCLE

City Club

DISTINCTIVE SHOES FOR MEN

Ask your shoe dealer or write

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

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Can you spot your state ...and how many more?

This page is framed by all 48 states. They're accurate in outline but not in relative size.

Without peeking into Junior's geography book, find your own state first. Then see how many more you can identify. (Answers buried below.) Ten right means you're bright. Twenty makes you an honor student. Thirty qualifies you as Secretary of States!

So what? So the folks who own America's *business*-managed electric companies live in *every one* of these states. They include a lot of your friends and neighbors — and probably *you* too.

How come? Well, several million Americans have invested their savings in electric companies *directly*. Some 71 million more have invested *indirectly* — through savings bank accounts and life insurance policies. Banks and insurance companies, entrusted with your funds, like to put 'em to work in sound utility securities.

As a result, *almost every American family has a stake in the self-supporting, tax-paying electric companies that provide most of America's power.* Thanks largely to good *business* management, the price of electricity has come down while other prices have gone way up — and this country enjoys the best electric service in the world.

• *Listen to the* "NEW ELECTRIC HOUR"—*The* HOUR OF CHARM. *Every Sunday afternoon, 4:30, EST, CBS Network.*

America's business-managed, tax-paying

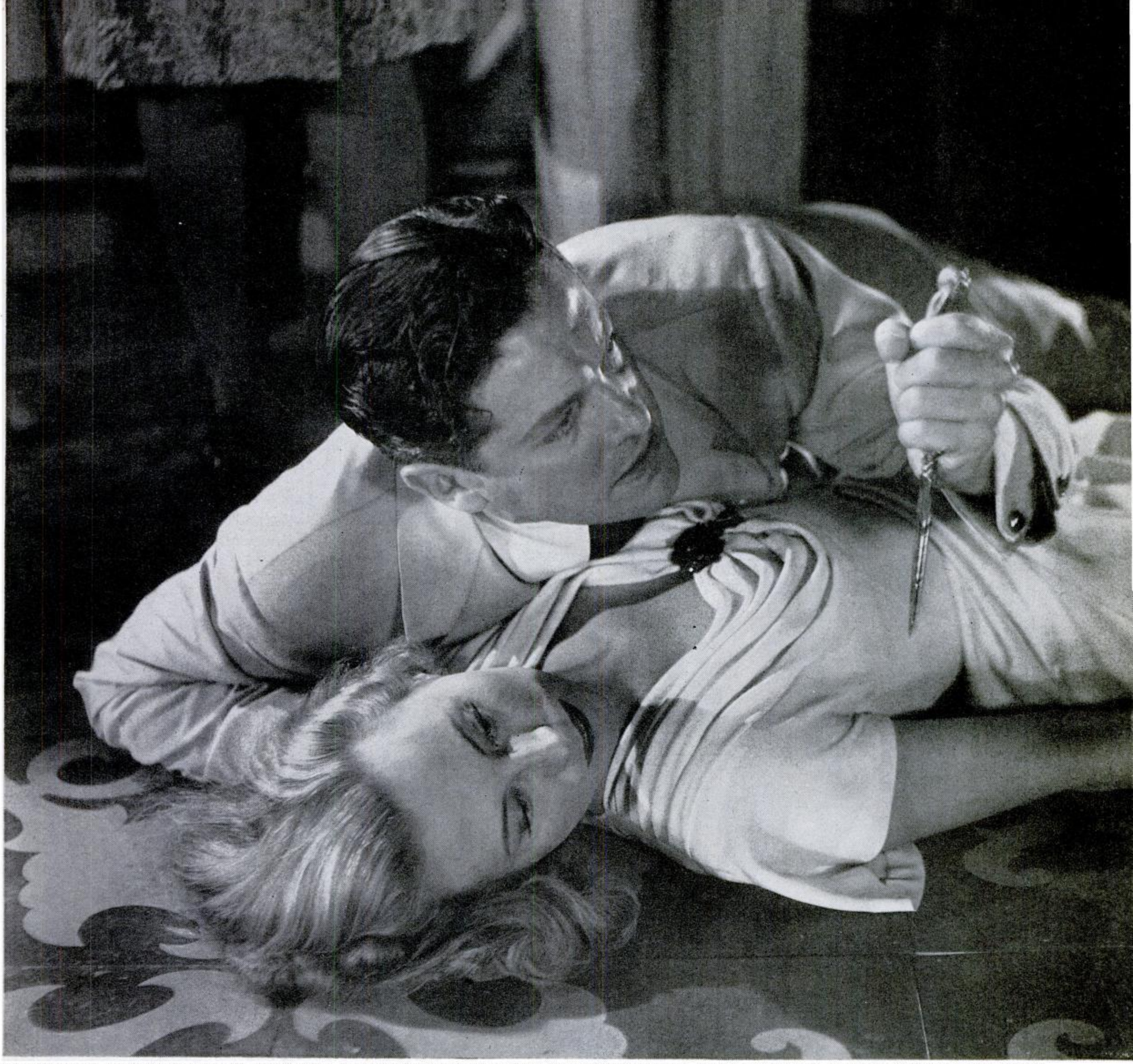
ELECTRIC LIGHT AND POWER COMPANIES★

★*Names on request from this magazine.*

1. Colorado
2. Idaho
3. Kentucky
4. Pennsylvania
5. Rhode Island
6. Tennessee
7. New Jersey
8. Massachusette
9. Kansas
10. Iowa
11. Florida
12. Nevada
13. New York
14. Michigan
15. Utah
16. Minnesota
17. Texas
18. Oklahoma
19. Maryland
20. Connecticut
21. Louisiana
22. Alabama
23. West Virginia
24. Illinois
25. California
26. Georgia
27. North Carolina
28. Arizona
29. Ohio
30. Washington
31. Vermont
32. Montana
33. New Mexico
34. Delaware
35. Missouri
36. Oregon
37. Nebraska
38. Mississippi
39. Virginia
40. New Hampshire
41. South Dakota
42. Indiana
43. South Carolina
44. Maine
45. Wisconsin
46. North Dakota
47. Arkansas
48. Wyoming

The average family in these 48 states gets twice as much electricity for its money as it did 20 years ago.

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ON THE FLOOR OF A CHEAP CAFE IN HAVANA THE HERO OF "THE CHASE" SLOWLY PULLS A THIN-BLADED KNIFE OUT OF THE LIFELESS BODY OF THE HEROINE

MOVIE OF THE WEEK:

The Chase

Story of a war veteran and gangsters is as eerie as a bad dream

United Artists' new movie, *The Chase*, falls into a category between the carefully worked-out adventure of *The Killers* and the straight horror of *Frankenstein*. While there is nothing supernatural in *The Chase*—*i.e.*, no wolf men or cat people—its highly improbable plot has the eerie sensation of a bad dream.

Hero of the piece is a psychotic war veteran, who goes to work for a black-marketing villain. He finds that the villain's beautiful wife is kept a virtual prisoner in a lush Florida home. The rest of the movie is devoted to the hero's attempt to rescue her from her gangster husband and escape with her to Cuba.

Stated this way, *The Chase* sounds like another grade-B thriller. The tingling suspense which makes it good was injected by Producer Seymour Nebenzal (*M*, *Mayerling*). It was further enhanced by Director Arthur Ripley (*right*), an old Hollywood hand who tightened up an indifferent idea by hiring an assortment of sinister Latins and making the villains neither weak nor misguided, in the manner of current movie heavies, but brutal and frightening characters who are naturally evil men.



ARTHUR RIPLEY, 51, has spent 37 years in movies, made name as director with *Voice in the Wind* (1944).

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"You're asking for a Good Sock"



Westminster

FAMOUS AMERICAN SOCKS



HERO Chuck (Robert Cummings), battle-fatigued veteran, finds a wallet near a diner. He returns it to its owner, a racketeer who hires Chuck as chauffeur.



VILLAIN Roman (Steve Cochran) is as cruel as he is vain. With Henchman Gino (Peter Lorre, *left*) he has become wealthy and is jealous of his pretty wife.



VILLAIN'S WIFE Lorna (Michele Morgan) falls for Chuck. She is kept in seclusion by her husband. A friendly Chuck offers to help her escape to Cuba

CONTINUED ON PAGE 14

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First Night... and Everybody Speechless

The curtain falls and with it a mighty hush. Waves of applause rock the theater, thundering on and on, proclaiming the discovery of a brilliant star. The eager audience sharing in her triumph keeps the curtain rising. Gracious bows voice the elation of star and cast, speechless with emotion. No words in any language could do justice to that moment.

Now picture a more frequent occasion in your own living room. Friends have dropped in and you've served them Budweiser. As they pour, someone remarks upon its golden clarity, its crest of snowy foam, its delicious and distinctive taste. Each knows that taste—and knows, too, that no words in any language could describe it. It has made Budweiser the most popular beer the world has ever known.

ANHEUSER-BUSCH • • ST. LOUIS





Every sip tells you what words can't

* * *

Budweiser

TRADE MARK REG. U. S. PAT. OFF.

is something more than beer

...a tradition

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PLANNING A WINTER TRIP? *Go by Train!*



Vacation fun begins on Trains built by PULLMAN-STANDARD

It's reservation time for winter vacations—for accommodations at popular resorts and on fine trains. Arrange now to go when you want to go—regardless of weather—in the utmost of comfort.

On a train, you can take all the luggage you want . . . eat and sleep, loaf or move about, when you feel like it . . . have perfect privacy, or visit with congenial neighbors. Enjoy the scenery at *eye level*, without the distraction of traffic. You'll reach your winter playground refreshed and relaxed *when you travel by train.*

Make your train reservation now. If it's on a streamlined car built by Pullman-Standard, you'll have the safest, most comfortable trip that modern transportation affords. Look for the Pullman-Standard nameplate on each car.

The Pullman-Standard bedroom is a favorite among travelers. It has comfortable, full-length beds for two passengers; concealed toilet facilities; adjustable heating, lighting and air conditioning. Sliding partition opens to provide a spacious living room for daytime recreation for four.

PULLMAN-STANDARD *Car Manufacturing Company*

CHICAGO · ILLINOIS *Offices in six cities from coast to coast . . . Manufacturing plants at six strategic points*

World's largest builders of modern streamlined railroad cars

© 1946, P-S. C. M. CO.

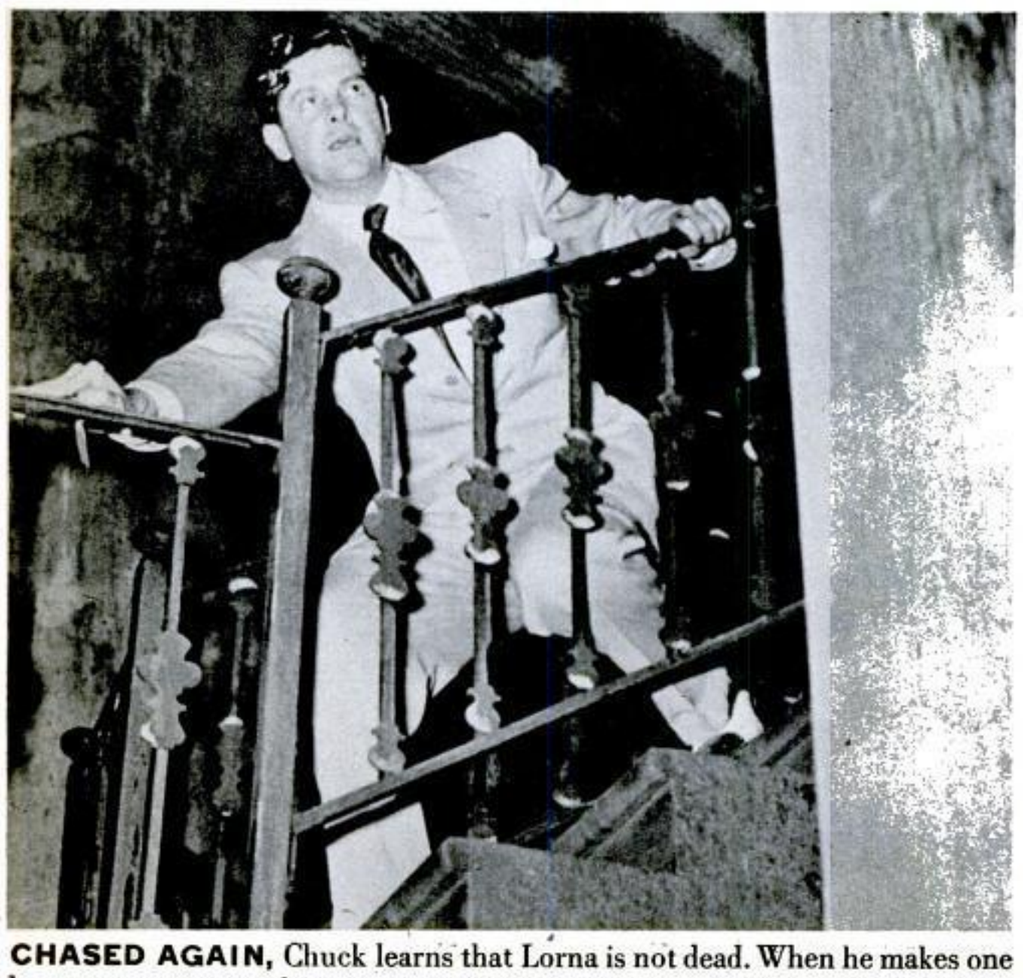
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IN HAVANA Chuck and Lorna are lured to a cafe where she is stabbed. Police blame Chuck, whom circumstantial evidence makes guilty. Chuck flees.



CONSPIRATOR Gino and evil curio dealer frame Chuck. In rapid succession two more deaths occur and shattered Chuck has brief mental breakdown.



CHASED AGAIN, Chuck learns that Lorna is not dead. When he makes one last rescue attempt, the gangsters follow in a mad race for the boat and safety.



Van Raalte

GLOVES • UNDERTHINGS • STOCKINGS

"BECAUSE YOU LOVE NICE THINGS"



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HOMAGE TO THE KING is paid by veterans of his court as they prostrate themselves before him. Honor attendants (*right*) are girls from Zeta Chi sorority.



IN HIS ROYAL CHARIOT, made over from a jeep, the King acknowledges the plaudits of his loyal followers as he prepares to leave the coronation ceremonies for the classroom.



SHOULDER RIDE to a classroom is given their new sovereign by two burly members of the court. Smiling coeds follow carrying His Highness' schoolbooks.



THE BRONX CHEER is a part of the King's prerogative. Here members of hygiene class look pleased and envious as he lets loose with a healthy blast at Professor Joseph Truskowski.



HOMEWORK is done for the newly installed monarch as he smiles down on his subjects. The sign at right announces speech to veterans by Fleet Admiral Nimitz.



CANDIDATE FOR HIS QUEEN is measured for the monarch's approval. His considered choice was Barbara O'Neal (being measured), a blonde, 19-year-old sophomore art student.

Life Calls on a King for a Day

Wayne University war veteran enjoys a brief interlude of glory as he reigns over 15,000 of his fellow students

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BREAKFAST IN BED is served to the 24-hour monarch by a classmate. At his parents' home in Detroit King Shiloff was awakened at 11 o'clock and served a tray heaped with orange juice, coffee, two fried eggs and sliced tomatoes. His Highness is single, served two years in New Guinea and the Philippines as a Navy storekeeper second class.

For 24 hours last month a 21-year-old Navy veteran named Paul Shiloff, who attends Wayne University in Detroit, found himself the absolute ruler of 15,000 people. All subject to his wishes, they served him breakfast in bed (*see above*), carried him to classes and drove him about the campus in a jeep grandiosely labeled the "Royal Chariot." Pretty girls showered him with kisses. Detroit merchants supplied him with gift certificates for clothing, tickets for theaters and nightclubs. Overwhelmed at first by his privileges, Paul, who is a mild, bespectacled freshman, soon caught on in true sovereign style. Before his day's reign was over he was commanding coeds to fetch him Cokes and do his homework, and he was giving his professors the Bronx cheer.

All these regal high jinks constituted an attempt to draw statewide attention to the problems of the university's veterans. They were part of a serious program which included mass meetings and speeches by such dignitaries as Governor Harry Kelly of Michigan, who picked Shiloff as the King for a Day from a lottery of 7,000 names. After Shiloff's short but glorious reign he quietly resumed his ordinary student life—studying business administration.

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There's no Gin like Gordon's

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle . . . 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



ROYAL SERVING PARTY of four fellow veterans brings the King luncheon at the university's sacrosanct Faculty Club. As one of them fills his water



ROYAL MEASUREMENTS are taken for a suit donated by Harry Suffrin, a Detroit clothier. Shiloff chose a double-breasted business suit. Cost: $50.

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glass the others bring in the meal, each bearing a different course. Included in the meal were broth, sliced turkey, coleslaw, rolls, pie à la mode, coffee.



ROYAL ENTERTAINMENT is provided by singer (*in striped dress*) and violinist at a steak dinner in a chophouse. At right is his Queen, Barbara O'Neal.



Little Jimmy leaves his mark
When he's been eating candy.



But Mother whisks the mess away—
She keeps the WINDEX handy!



Father's photographic talent
Wasn't seen at all.



But WINDEX shined the picture glass—
There's genius on the wall!



Sis was stopped for speeding
And the copper did some coaching . . .



"A mirror cleaned with WINDEX
Lets you see a cop approaching!"





Spray it on and wipe it off—
WINDEX is a dream,
Cleans your glass so easily,
And makes it really gleam!

Get Brighter Windows Quicker With—

WINDEX

TRADE-MARK REG. U.S. PAT. OFF. *by The Drackett Company*

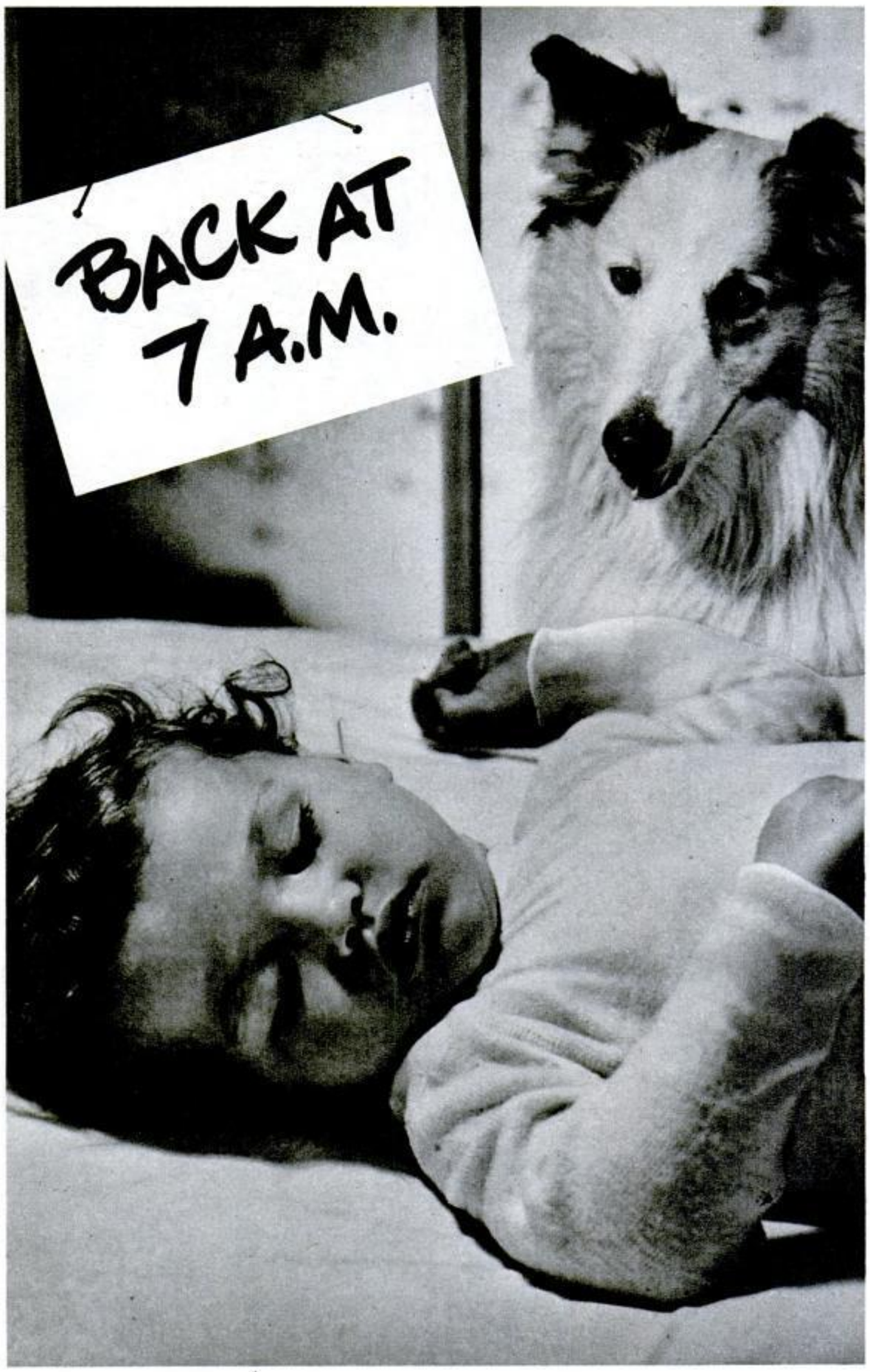


Costs less than a penny per window—even thriftier in the big 20-ounce size.

WINDEX is a *must* for house cleaning! No streaking, no film, when you insist on this dustless, noninflammable, oil-free cleaner. Don't trust cheap substitutes!

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YES, Baby's office hours are over for the day. And, as he sleeps in his Hanes Merrichild Sleeper, Mom can get some rest, too.

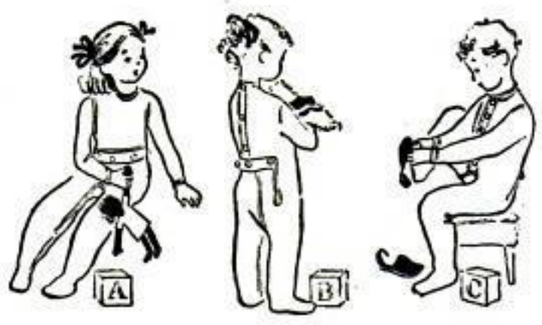
For these warm, cotton sleepers have smooth, flat-locked seams that won't irritate and awaken babies or children. And they are protected from neck to toe against fretful exposure. Feet are double-soled. Attractive pink or blue pastel tints. Wonderful values, naturally—because they're knit by the makers of Hanes Underwear for men and boys. *Shop for sleep*—at your leading store.* P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina.

A *Two-piece suit. Ages 0 to 4. With extra pants, this three-piece combination gives more sleeper changes for the child with less laundry for mother.*

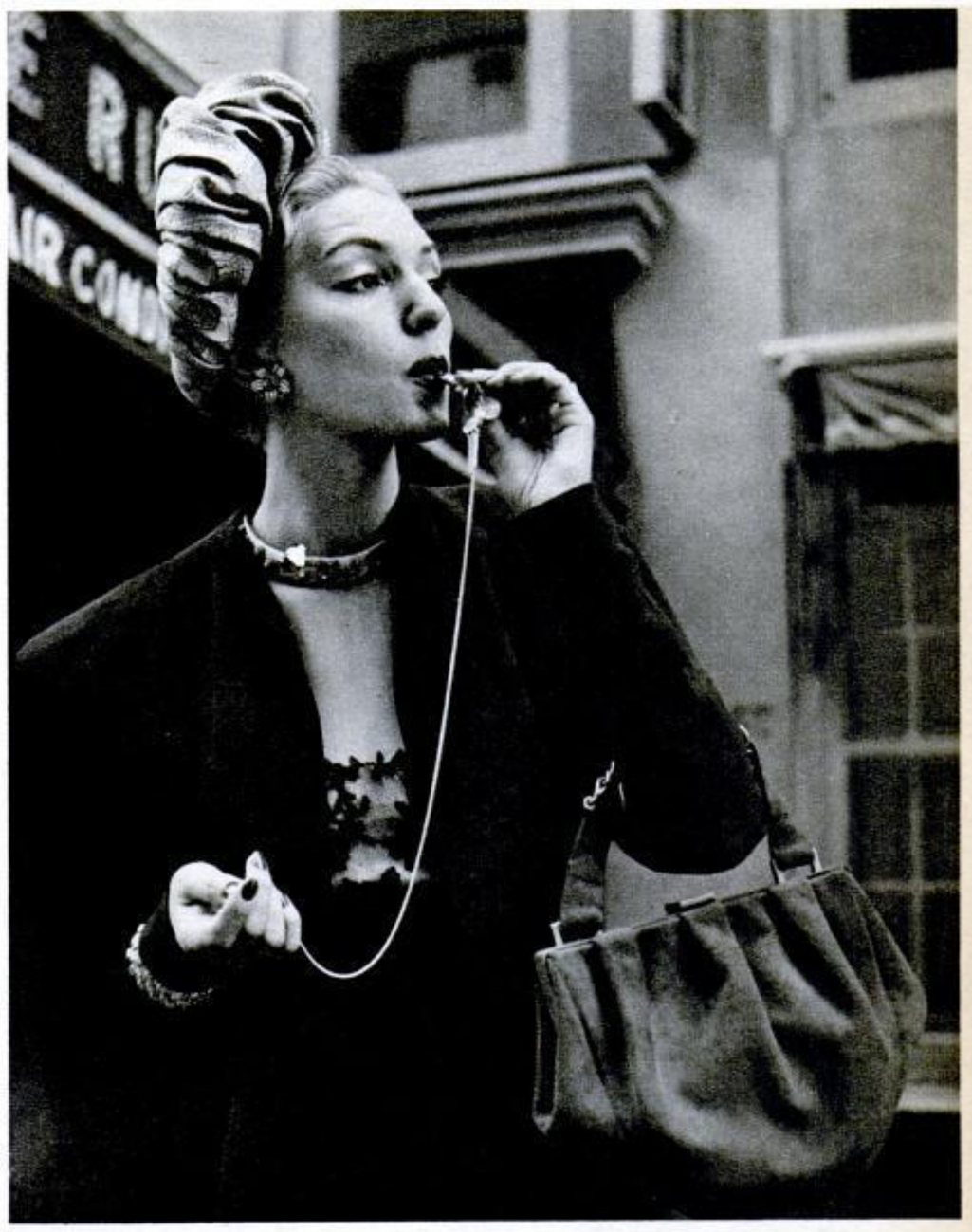
B *One-piece button-back suit. Ages 0 to 3.*

C *One-piece button-front suit. Ages 4 to 8.*

**You may not find Merrichild Sleepers on your first call. New supplies are being produced as fast as present conditions permit.*



HANES Merrichild Sleepers



GOLDEN TAXI WHISTLE WITH CHAIN AND CHARMS RETAILS AT $351.50

HANDBAG EQUIPMENT

Jeweler fills purse with gadgets worth $10,000



PERFUME FLASK with dainty applicator attached to stopper is used while dawdling over after-dinner coffee. It is inlaid with a few diamonds, costs $350.

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SPECTACLES STUDDED WITH GEMS CAN BE OBTAINED FOR $125 AND UP

Last month in New York a Fifth Avenue jeweler named John Rubel held a glittering fashion show at which the *pièce de résistance* was a handbag filled with solid gold, gem-encrusted equipment designed to make the social life of a lady a little pleasanter and much more expensive. Although the bagful of trinkets was designed to be sold piecemeal, last week Jeweler Rubel reported that some of his customers were even buying the complete outfit of 18 pieces for slightly less than $10,000.



MAD-MONEY BAG made of gold mesh with a turquoise clip can be bought for $500, is used to hold sums of money for emergencies. This one held 17¢.

CONTINUED ON NEXT PAGE

Here's

Miss Youth Form

REG. U. S. PAT. OFF.

THE SENSATIONAL NEW SLIP THAT HAS GLAMOUR, BEAUTY ...AND ALWAYS BEHAVES



*No "Riding Up!"
*No Side Seams or Bulges!
*No Pull at Shoulder Straps!



WEAR the newly patented *straight* slip which is making history . . . the sensational MISS YOUTH FORM.

TRY on this amazing new slip.

PROVE to yourself that MISS YOUTH FORM really *cannot* "ride up."

SEE how beautifully it *flatters* your figure . . . and moulds your bust line.

NOTICE its careful tailoring (those seams won't pull apart!) . . . its fine fabric (tested and approved for washability and wear!)

At your favorite store

$2.95

MISS YOUTH FORM LINGERIE, 38 E. 30th ST., NEW YORK 16, N. Y.

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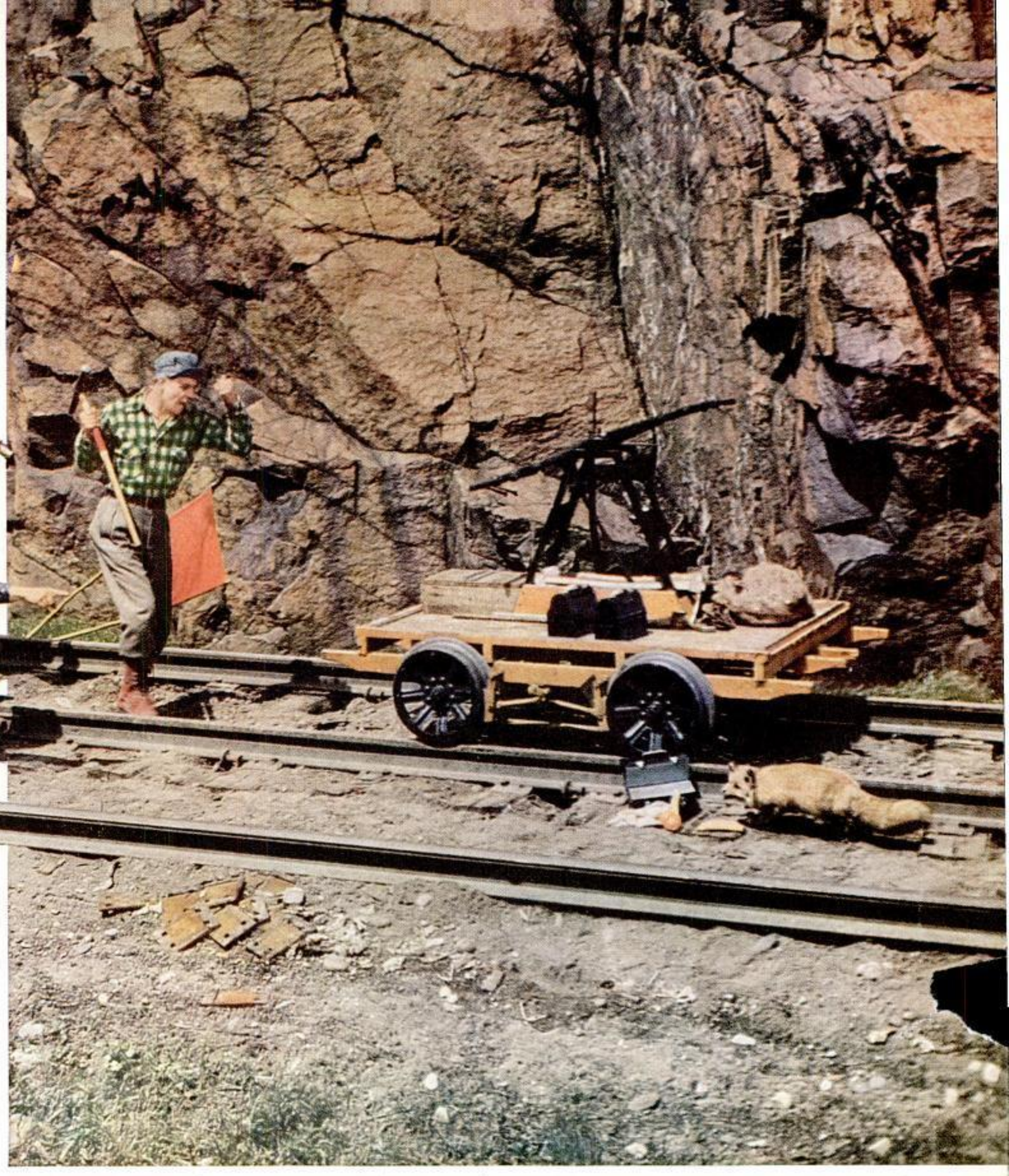


COMPLETE HANDBAG SET costs a total of $9,833.50. The prices of the 18 items above are: checkbook case (*top left*), $700; cigaret case (*top right*), $3,500; glasses, $2,000; money clip, $87; oval vanity case, $1,000; key, $35; perfume flask (*below money clip*), $350; lipstick (*next to flask*), $600; pen-and-pencil set, $250; money bag, $500; pillbox, $250; holder, $60; cigaret lighter, $150; chain, $100; St. Christopher's medal (*left, attached to chain*), $18; whistle, $15.50; four-leaf clover (*on chain*), $200; identification disk, $18.

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The FOX that paid a million for a sandwich





1 **"Last summer** I saw how the fox did it when I was 300 miles north of Toronto in the town of Cobalt, Canada," writes Hubert Audette, a Detroit friend of Canadian Club. "This fox had the star role in a celebration staged by silver-mine executives to re-enact the beginning of the Cobalt silver boom back in 1903.



2 **"The lunch box of Fred La Rose,** a railroad worker, was raided time and again by a fox that liked La Rose's sandwiches. One day La Rose got *really* mad and threw his railroad hammer at the fox. He missed the fox, but hit the jackpot.



3 **"Retrieving his hammer,** La Rose noticed a glittering chunk of rock his wild throw had knocked loose. Excited, he called the gang over. They agreed it looked like silver ore. It was... almost *pure* silver. And the Cobalt bonanza was on. La Rose made a million dollars.



4 **"A ghost town for 20 years** when the price of silver slumped, Cobalt is now booming again. I saw countless huge dump heaps of cobalt ore like this that were ignored by early miners. Now even this 'rubbish' is fabulously valuable.



5 **"After the celebration,** I enjoyed Canadian Club highballs with one of the chemists before a fireplace built of ore that is almost solid silver. The contrasts of incredible richness and roughness made me feel I was back in America's pioneering days. We drank to a long life for Cobalt's new boom, and to rich silver veins for every diamond drill crew in town."

6 **Even today** travelers tell of being offered Canadian Club all over the earth ... often from a cherished prewar supply. Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening, in cocktails before dinner, tall ones after. That's what made it the largest selling imported whisky in the United States.



IN 87 LANDS NO OTHER WHISKY TASTES LIKE

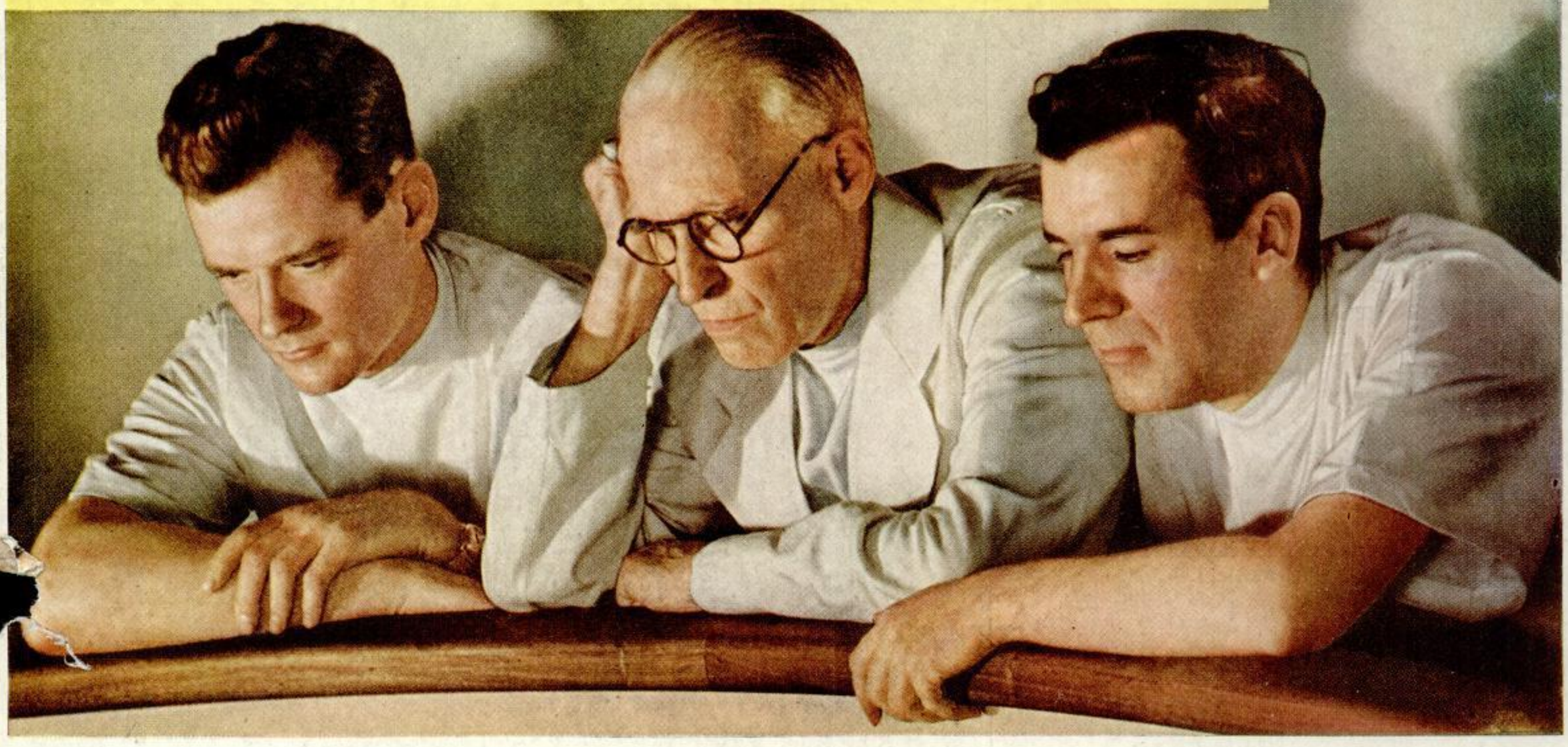
"Canadian Club"

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Illinois. Blended Canadian Whisky. 90.4 proof

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Class of '46
or Class of '06

Always studying, always increasing the breadth and depth of his knowledge—like this group watching a demonstration of a new method of using penicillin—the doctor's "school days" are never done. No matter how great, how famous he may become, his search for even greater knowledge never halts.



According to a recent Nationwide survey:

More Doctors smoke Camels than any other cigarette

Your "T-Zone" Will Tell You...

T for Taste . . .
T for Throat
. . . that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.



● Doctors in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers the world around. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

CAMELS *Costlier Tobaccos*

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